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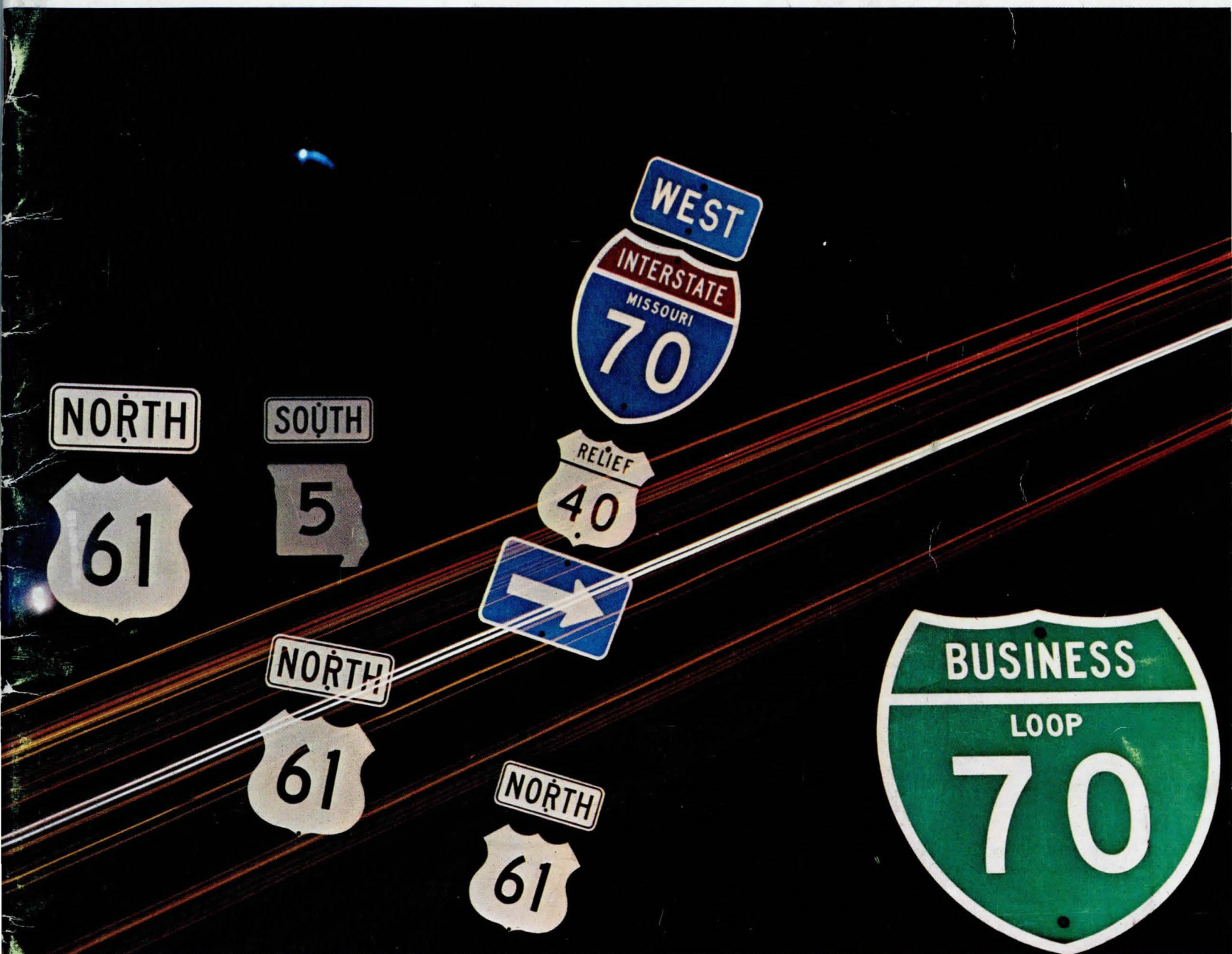
Across the country an old word is bringing a new era,

a geared to the busy hum of traffic

seeking fast, crow-flight routes

BYPASS

In three Missouri towns the people look at their towns after the word and its era came



1963 ANNUAL REPORT
of the Missouri State Highway Commission

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THIS IS AVA, a town bypassed, on a day three years after Missouri Route 5 was taken off the square (left) and relocated at the edge of the town (right). What has happened to Ava in those years? And to other bypassed towns like Boonville and Palmyra? Here people who live in the towns tell -- in their own words and from their own experiences.



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WHAT'S IN A WORD?

B-Y-P-A-S-S.

The word conjures up many pictures, depending on who reads it.

To people in a town about to be bypassed the word may evoke a picture of towns withering away from the dry rot of economic blight.

To truck drivers and tourists and salesmen the word may draw visions of a straight and level highway with no clogged intersections.

To the engineer the word may mean a way of designing and building a highway that will give travelers less traffic congestion, fewer starts and stops and safer driving.

Because the word's "picture" varies so widely, depending on where the hearer is standing, should some other word be used?

Should it be something like relocation? Or freeway? Or urban route? Or truck route? Or business route?

Webster says it is "a passage to one side, especially an alternative deflective route, as a road to deflect traffic."

That's a precise description of what bypasses do. The other meanings, or pictures, of the word are tinged by personal views.

The most damaging picture, of course, is the one of economic blight, of communities withering away because of a bypass.

But this picture falls apart under close scrutiny. Repeated studies, in Missouri and other states, have discredited it.

Missouri Highway Department studies at Lebanon and Rolla, for instance, showed that local economies did not suffer (in fact, were bolstered) when bypasses were built.

In Michigan a study reported "more gains than losses" from bypasses. And Sparta, Michigan, even petitioned the Highway Department to relocate its highway around the town to get rid of through traffic.

In Illinois, Mayor Wes Olson of Quincy, chairman of a committee to work for rebuilding a Central Illinois Expressway, stated he would rather have the expressway built eight to ten miles away so the city could build toward it.

The word itself is correct, then, because it describes what the new route does. It deflects traffic. The real concern—the legitimate question—is whether it deflects business, whether a bypass has good or bad effects on a town.

That question can best be answered by people, the people who have experienced a bypass.

In this report people in three bypassed Missouri towns look at what's happened to them and to their towns.

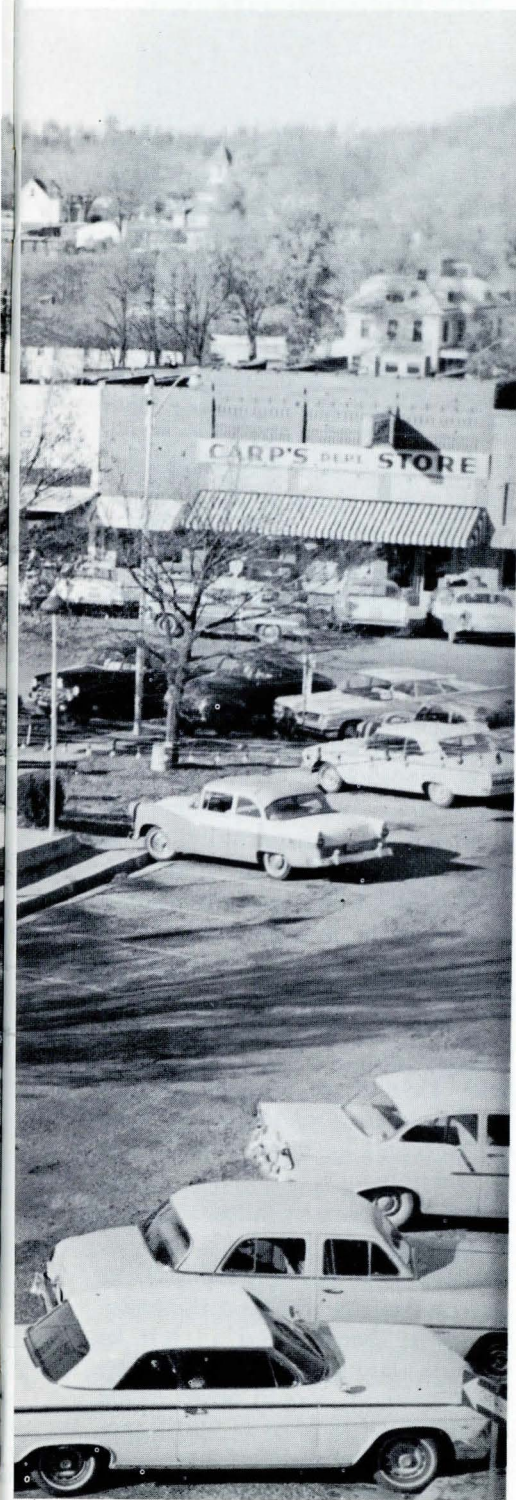
Their words are not dictionary definitions. They are not conjured images or pictures.

Their words are about their experiences, experiences that answer the question, What's in a Word?

They put change to



work



ON A Monday afternoon, late in 1963, the square at Ava is a busy spot. 'Old 5' formerly ran along the west side, behind the trees in the background.



**It rolled in on a new highway
and Ava people harnessed it
to help make their town grow**

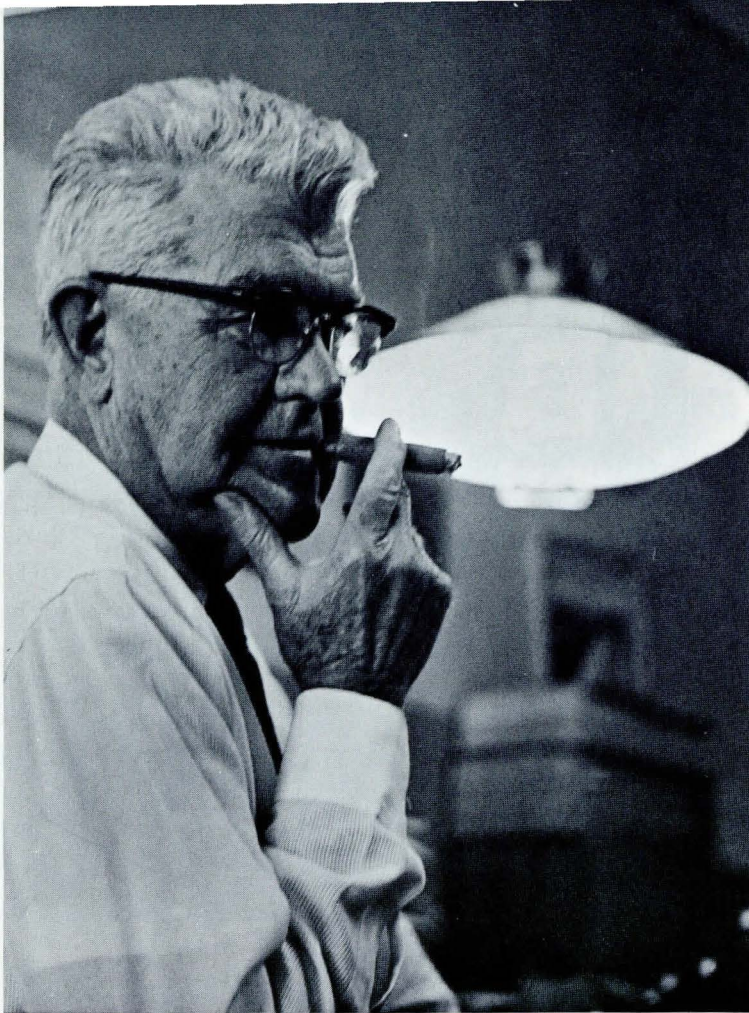
IT WAS A ROUTINE news release from the Missouri State Highway Commission. The Douglas County Herald at Ava carried the story in its edition dated Thursday, June 20, 1957.

"A tentative route," it read, "for the proposed relocation of Missouri Route 5 from Mansfield in Wright county to a point south of Ava in Douglas county now has been approved by the Missouri State Highway Commission.

"The approved tentative route," the story went on, "is all on new location west of the existing highway from U.S. Route 60, just west of Mansfield, southerly to a point about a mile south of Ava."

To Ava residents these words in a routine news story boiled down to a very un-routine meaning—BYPASS! To see how they reacted turn the page.

continued



FROM his newspaper office on the south side of the square, Elmer Curry can see no drop in trade, no less traffic congestion.

'Now we get the traffic that wants to come here'

Elmer (J. E.) Curry, publisher of the Herald, a former state senator and chairman of the Roads and Highways Committee of the Ava Chamber of Commerce, remembers the story and the days that preceded and followed it.

"The people were alarmed when talk first started about pulling the highway out of town," he said in the Herald office on the south side of the square. "But we had worked so hard to get the highway built that we didn't feel that we could oppose the location of it."

Senator Curry is a soft-spoken man with a thick shock of flat-topped white hair. His face is lined with wrinkles, like a man accustomed to coping with the problems of people—and people with problems.

He puffed on his stubby cigar and wheeled his chair around from his well-worn typewriter to face the front window that looked out on the square.

"When highway traffic was routed through town the streets around the square were always busy and congested," he said. "As you can see, we've still got plenty of congestion. Taking the traffic out of town hasn't hurt trade."

Ava, like most county seats in Missouri, is built around a square. But, unlike most, the square is cut by two streets. Around the square and along both sides of both cut-through streets cars were parked in almost solid rows. And more cars moved busily around the square.

"You can imagine what it would be like now if the highway traffic still came through here," said Curry. "All we did before was retard the traffic that wanted to go on through. Now that's routed around town and the traffic that we get around the square is traffic that wants to come here."

The old highway sickened prospects for new industry

Modern industry, in the form of the Rawlings sporting goods plant, rolled into Ava on the new Route 5 bypass after a literally sick start.

Let's listen as Senator Elmer Curry tells the story:

THE RAWLINGS commitment to locate a plant here was tied directly to a new highway. We'd worked hard to get an industry here because we knew what it would mean to the town.

Some Rawlings people had been down here from St. Louis several times and showed interest in locating here. Finally the vice president came down. He liked the prospects—the town, its location, the people. But he wondered about the old highway from U.S. Route 60 at Mansfield down here.

You see, Ava is dependent on highways for transportation as no railroads come through here.

Well, the vice president wanted the president to come down and look over the situation. They drove down from St. Louis.

Everything was fine until about halfway between here and Mansfield. Then those curves and hills on the old road made the president car sick and he figured he'd gone far enough.

But he was persuaded to come on to Ava.

Later at a meeting he told the city fathers that he liked the town, its spirit, the site and all but he made it plain that Rawlings, or any other industry, would never locate a plant here as long as Old 5 was the main highway into town.

That's why we worked so hard with the Highway Commission to get the new highway built—and why we didn't oppose the location when it was taken around town.



IN HIS lumber business, R. A. "Butch" Kottmeier, left, can see more and more sales as new buildings and houses go up.

The trade territory spreads out

Off the square a couple of blocks to the west, at 318 West Washington Avenue, is the Ava Lumber Company, a rambling white frame building with a lumber yard's usual bins and racks stretching away toward the rear of a dirt driveway pockmarked with puddles. Although a cold rain steadily dribbled from heavy gray skies, several cars were parked in front and along the side of the long building.

Inside, around a warm potbellied stove, R. A. "Butch" Kottmeier, owner of the lumber yard, talked about Christmas decorations and special trade promotions for the town with Bob Bowles, editor of the Herald.

A big, curly-haired man with thick glasses, Kottmeier also is president of the Ava Chamber of Commerce and a man who wants to see Ava grow and works to see that it does.

"Nothing has died, as some people

thought it would when the new highway went in," he said. "It may have hurt some businesses along the old highway that catered strictly to tourists and haven't worked at adjusting to the situation.

"But the town is growing and the new places out along the new highway are doing well.

"The lumber business is a good barometer of how things are going and we're selling more lumber as more and more houses are being built.

"And we have the new Rawlings plant building, a new Spalding plant coming in, we're building a new jailhouse, we've got a new supermarket out south on the old highway, a new Baptist church, a new service station just east of the square on Route 14."

Kottmeier is finding out, too, that the effects of the new highway are spreading out like the proverbial ripples from a rock thrown in a pond. And it's hard

to tell where one ripple stops and another starts.

"Our trade territory has extended," he explained, "because people can come in easily from farther away. Of course, that's being helped, too, by the fact that we're getting rural telephone service put in."

There's another fringe benefit, too, from the new highway. That's safety and ease of travel.

"We haul many of our supplies from Mansfield," said Kottmeier, "and there's no comparison between driving that old highway and the new one.

"For one thing, the distance has been cut from 16 to 14 miles. And we know what that old one is. We lost three trucks on it—turned 'em over.

"As far as I know, the effects on Ava have all been good," he wound up. "If you can find otherwise, I'd like to know about it."

continued

Bank figures told a story



AT THE Citizens Bank of Ava, Herman Davis told of a 50 percent increase in deposits in the three years since the highway was opened

The "otherwise" wouldn't come from Herman Davis, president of the Citizens' Bank of Ava. A baldheaded man of medium height, Davis is a bundle of bustling energy even when he is sitting at his desk at the rear of the high-ceilinged bank. The bank building, remodeled inside with the warm glow of wood, sits at the northwest corner of the square where Old 5 traffic used to stream by.

"I can't tell too much difference in the town economically since the new highway opened," he said. "The worse thing is the wrecks at the intersection.

"But let's check our deposits," he said.

He reached into the middle drawer of his desk and picked out two small folded sheets titled "Statement of Condition, Citizens' Bank of Ava." One was dated June 15, 1960, the other September 30, 1963.

"These should tell us," he said. "These dates cover the period from about three months before the new highway was opened until now."

He ran his finger across the rows of figures, glanced up then checked again to be sure he was seeing right.

"By golly, that's right," he said. "They've gone up from \$3,069,239.95 on June 15, 1960 to \$4,657,622.11 on September 30 of this year. That's more than a 50 percent increase in a little more than three years!"

Quickly he analyzed the possible reasons for the increase.

"I guess most of that would be attributed to Rawlings—and they, of course, came in with the highway," he said. "The weekly payroll out there is between \$12,000 and \$15,000. Otherwise, Ava is mainly a farm town and the farm situation hasn't got any better."



LOU PRINCE, new superintendent at Rawlings, was glad to swap city living with its long commuting time for Ava living—and ten minutes to work.

He's glad to trade for Ava life

Another situation has improved, though. That's the time that Lou Prince spends between office and home.

Lou Prince recently was promoted to superintendent of Rawlings' Ava plant and moved to Ava from Bellefontaine Neighbors, a St. Louis suburb.

Prince has moved his family into a new house, one of seven built after the new highway was opened, atop a ridge west of the town just off Missouri Route 14. The modern brick Rawlings plant sprawls alongside Route 14 about halfway between Old 5 and the new highway.

The Rawlings plant, which along with the new Route 5, is a symbol of the "new" Ava, was one of the first buildings erected west of "old" Ava. In its 90,000 square feet of space some 225 people make football, baseball and golfing equipment.

"You can almost see the house from here," said Prince. "I told my wife that I suddenly realized that I'd been spending 30 to 45 minutes going to and from work in St. Louis. Now I make it in 5 or 10 minutes. That's a good swap any way you look at it"

Sales receipts go up

A block south of the square on Old 5 Fred Lethco added his view of the new highway. Lethco is mayor of Ava and owner of Lethco Sales Company, selling trucks and cars.

"We've been in this building since 1946," Lethco said. "And the highway hasn't affected our business at all. Ava business has been mostly local all along and it still is.

"However, we've been promoting the tourist business and the new road certainly has helped that."

Citing areas of new houses, like the one where Lou Prince just moved into, Lethco went on:

"The suburbs have built up. It always happens with a new highway like that. People like to build around it. And, of course, it's opened up some areas beyond the highway."

It also has opened up another area—sharpened competition between Ava and Mansfield—because of shorter distance and easier travel.

"But it's all friendly," said Lethco. "And good competition never hurt anyone."

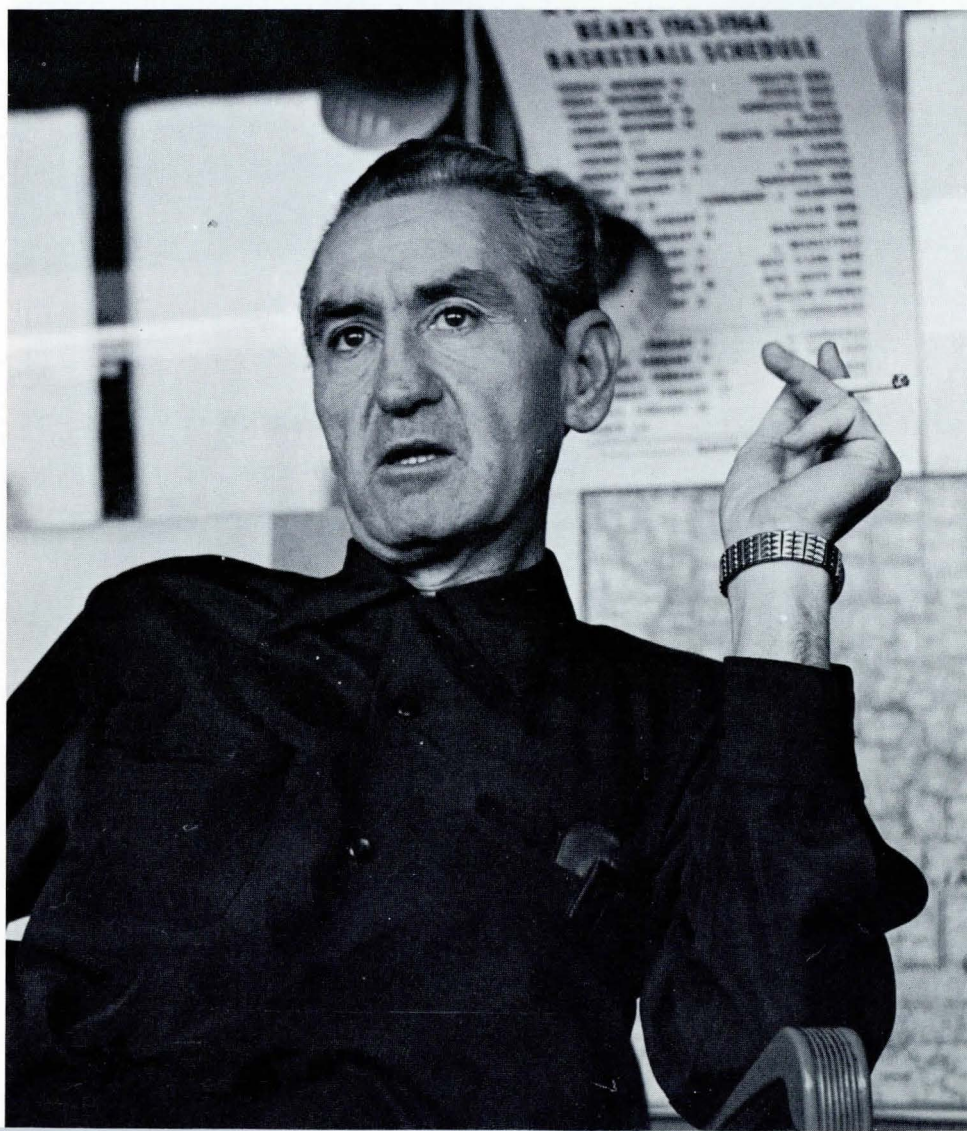
Most of the businessmen and the four councilmen in Ava, Lethco said, were for the highway when it was proposed.

"We hated to see the traffic go but it was necessary," he said.

But sales tax receipts, another barometer of a town's economic growth or stagnation, add more evidence to what happened to Ava when that through traffic was pulled out of town.

"Latest figures show they're up in both Mansfield and Ava, both bypassed towns," said Lethco, "and they're not up in many other area towns of our size."

MAYOR FRED LETHCO couldn't see any change in his business on Old 5 but cited sales tax receipts as signs of Ava's growth.



**New buildings
rising all over town
show the growth
of Ava
and the spirit
of its people.
For a look at some,
turn the page**

Ava's new faces

These are some of the new faces of Ava, new faces that have appeared since the opening of the Route 5 bypass around the town.

All of them did not result directly from the new highway. But, as the people of Ava and other bypassed towns are discovering, the new highway often kicks off a chain reaction of new building.

Often, too, this chain reaction infuses a new spirit that keeps the chain going.

That's the spirit of Ava, as mirrored in its new faces.



On Old 5, in south Ava, Larkin Barnes, above, built a general store.

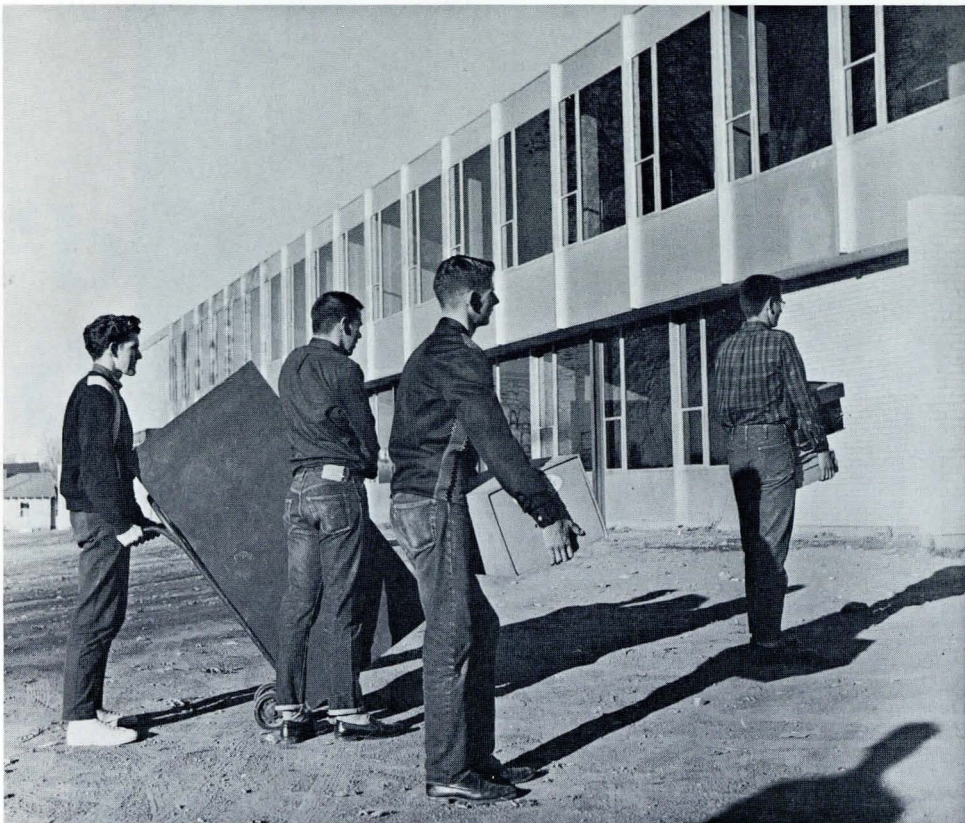


**Between the old and the new
the First Southern Baptist
Church erected a new home.**



**New houses, on an embankment
overlooking the new highway,
dot the newly-opened land.**





North of the square the new high school opened.

**... and
after
three
years ...**



Near the Routes 5-14 junction a new station rises.

This is Ava, a little more than three years after the news officially broke that the town was to be bypassed by a new Route 5.

This is Ava as seen by its own people, people who live here and make their living here, people to whom the coming of the bypass meant a change in the town and a change in their living.

This is Ava today.

But this won't be Ava tomorrow because change rolled into town on a straight, smooth highway and was put to work by the people.

**For the story
of one who stayed
on the old highway
and met the challenge
of the new, see
'The storm
that never hit'
on the next page**

**Jay Heinlein
found a
silver lining
in the
clouds of**



The storm that never hit

J. G. "Jay" Heinlein and his Standard Oil service station lay squarely in the path of economic storm expected to follow in the wake of the new Ava bypass.

Since 1956 he had operated the station at the intersection of Old 5 and Missouri Route 14, north of the square.

"We did well in the first years," he recalled. "In '57, '58 and '59 the tourist trade was good. Fishing was good and Bull Shoals Lake boomed and we got a lot of the traffic."

Then three big threatening clouds blew in and Heinlein thought he saw them come together over his station and others along the old highway. The clouds were the tapering off of fishing success at Bull Shoals, the fishermen's and tourists' switch to new Table Rock Lake and the coming of the new highway.

"But the new highway was progress," recalled Heinlein philosophically, "and we just tried to figure out how we could weather the storm when it broke. Only it never came.

"We were worried that we were going to be without any customers. But we never knew what percent of our business was

tourist. Come to find out, most of it was local all along."

He's maintained his gallonage pumped since the bypass opened. And some of his tourist and sales customers still drive the half-mile from the new highway to his station.

Since the storm clouds' silver lining turned out to be local business Heinlein has worked hard at polishing it.

"We have put out extra efforts to build up our local business since the new highway opened," he said. "We've added some equipment, we try to keep good personnel who'll give people good service and make them want to come back, we do more minor mechanical work and we sell more tires.

"There may have been some borderline cases in town that have been hurt some," he added. "But they were the kind of operation that it probably would've happened to anyhow. You know, guys that would come in and open up for two years and move on, a one-man operation.

"But we've found out," he concluded, "that the way to keep business at a service station is to sell what the name says—service."

For Harold Hutchinson,
and a wife with a way with food,
the new highway was

the 'best thing that ever happened'

HIS cash register bell tinkles about twice as merrily as Harold Hutchinson, left, thought it would when he started in the restaurant business on Route 5.

Two things put Harold "Hutch" Hutchinson in the restaurant business—his wife's way of making food plain mouth-watering good and the Missouri Route 5 bypass around Ava.

One of the things, his wife's good cooking, he'd been used to for years. ("You can plainly see that," he grins, patting his ample stomach.) But the other thing, that new bypass highway, took a bit of getting used to on his part.

A stocky, friendly man, Hutchinson was born and grew up in this Douglas county seat town. Here he raised a family and made a living.

Most of the time he made that living by filling gas tanks of people's cars—before he started filling their stomachs with his wife's food.

Since 1931 he had operated a service station in Ava—first on the southwest corner of the square, where "Old 5" headed on south through town. Then, in 1954, he moved to the northwest corner where "Old 5" entered the square.

continued



It's twice as good as expected

Both were good locations for a business whose lifeblood was gasoline. "Old 5" traffic, local and long distance, had to pass by his station.

Then, in the fall of 1960, came new Route 5, the bypass around Ava.

Between busy periods of serving and chatting with customers in his restaurant at the junction of new Route 5 and Missouri Route 14, Hutchinson talked about the coming of the bypass.

"It cut about a third off my filling station business there on the square," he said. "Most of the loss was weekend tourist business.

"See, I used to get lots of business

from people on their way to and from the lakes south of Ava—Bull Shoals, Taneycomo and Norfolk. But when the bypass opened my credit card business, for instance, dropped about four-fifths.

"That kind of loss, along with eight gas wars in two years, made me decide to quit. So I put my place and equipment up for auction just to get out."

During those two years when Hutchinson was fighting the gas wars and watching his gallonage drop new businesses were abuilding along Missouri Route 14 at its intersection with the new bypass. (Entrance onto the new highway was restricted because it was

designed for limited access.)

One of these businesses was a restaurant, built on a three-acre plot along with a service station and a motel. Early in 1963 Hutchinson got an opportunity to lease the restaurant.

"We'd never been in the restaurant business," he recalled. "But my wife had always been a good cook at home so we figured why not in a restaurant, too.

"We figured backwards and forwards—and then figured again—as to how much money we'd have to take in to make the business go. And it's turned out to be twice as good as we ever expected."

He opens "Hutch's Corner" at 5:30 each morning and stays there until he closes it at 9 each night. His wife, Helen, and his daughter, Mary Martha, also work there in addition to five other employees.

"I usually work seven days a week," said Hutchinson, "and enjoy it."

And his wife, instead of baking two or three pies a week, now turns out from 10 to 16 a day.

"Thanks to her cooking—and the new highway," Hutchinson added, "we have people coming in here from all over. A lot of people heading for the lakes will swing back around here to eat because the highway makes it so easy to do.

"Why, not long ago at one time there were 18 people in here from Mansfield. And a lot of them will drive down for Sunday dinner after church. We like to think that the food attracts them but there's no doubt that the highway makes it easy for them to come."

That's why Hutchinson now talks about the new highway and says flatly, "It's the best thing that ever happened here."

The only complaint he hears about it, he says, concerns the intersection with Route 14. Two people have been killed in the several accidents that have occurred there.

"But I don't think there's a better one in the state," said Hutchinson. "I don't know why the accidents happen—you can see as far as you want in both directions. I don't think the fault lies with the intersection itself.

"A lot of people fuss about these



MRS. Hutchinson's output of pies has grown, too. Instead of two or three a week at home, she now bakes from 10 to 16 a day for restaurant business.

accidents—and certainly they are bad. But we had the same thing when Old 5 was opened. I was just a kid but I remember hearing about the old cars—and even some horses and buggies and wagons—running into each other.

“The big difference is, of course, that those accidents happened at about 30 miles an hour. These today happen at 65 miles an hour. That hurts more.”

He pointed out the window to the highway. “But you just look around,” he said. “You won’t find a prettier highway anywhere.

“I hear more compliments on this road from people who stop here to eat—from New York, Illinois, Oklahoma, Ohio, all over. It’s wide and straight and smooth. And you can still see the scenery that this country is famous for.”

He stopped momentarily to greet

three customers. Then he went on:

“I’m telling you for sure that the time is coming for this country down here. In times past I’ve felt sorry for the fellows who’d come in down here and spend a wad of money trying to make it big on a farm or ranch. And when they’d lost their nest egg they’d have to go back to working for wages in the city.

“This country just wasn’t made for that. I always told them that this was a fine place to live but a poor place to make a living.” He grinned wryly. “You know, there’s never been much of a demand for blackjack (oak) and rocks in my time down here.

“But if things keep going as they are in the economy as a whole there are going to be some big changes around here in ten years. And they’re going to ride in on highways like this

one out there.”

He sat down in the booth, talking earnestly.

“Here’s the way I look at it,” he said. “We never thought we’d see a 40-hour work week. But it’s here. And within 10 years I think we’ll see a 35-hour week.

“And all of these people with all of this leisure time are going to want something to do with their time. And more and more of them are going to want some place where they can get off by themselves and see some scenery and fish and go boating and hunting. We’ve got it all right down here.

“For myself I can’t think of anything I enjoy more than just jumping in the old pickup truck and clattering around the country roads.” He paused a minute, grinned widely, and went on.

“There’s always something to see and

continued



ROUNDING OUT the family operation of the restaurant is Mary Martha, a daughter.

continued

Now the sun shines in just one window

you run onto somebody that you haven't seen for a long time and you talk a while and maybe try to cheat him out of a horse or something."

He grinned, then became serious again. "What I'm getting at is this: "There are fewer and fewer places like this. We've got an area here from Springfield to West Plains and from Gainesville to Mansfield that has about anything a man could be looking for in the way of recreation and touring. And this highway makes it easy to get to.

"There's just no comparison between

the old one and new one. Why, I used to drive Old 5 up to Mansfield when I was in the filling station. I would leave Ava early in the morning and by the time I got to Mansfield the sun had shone in every window. That's how crooked the road was.

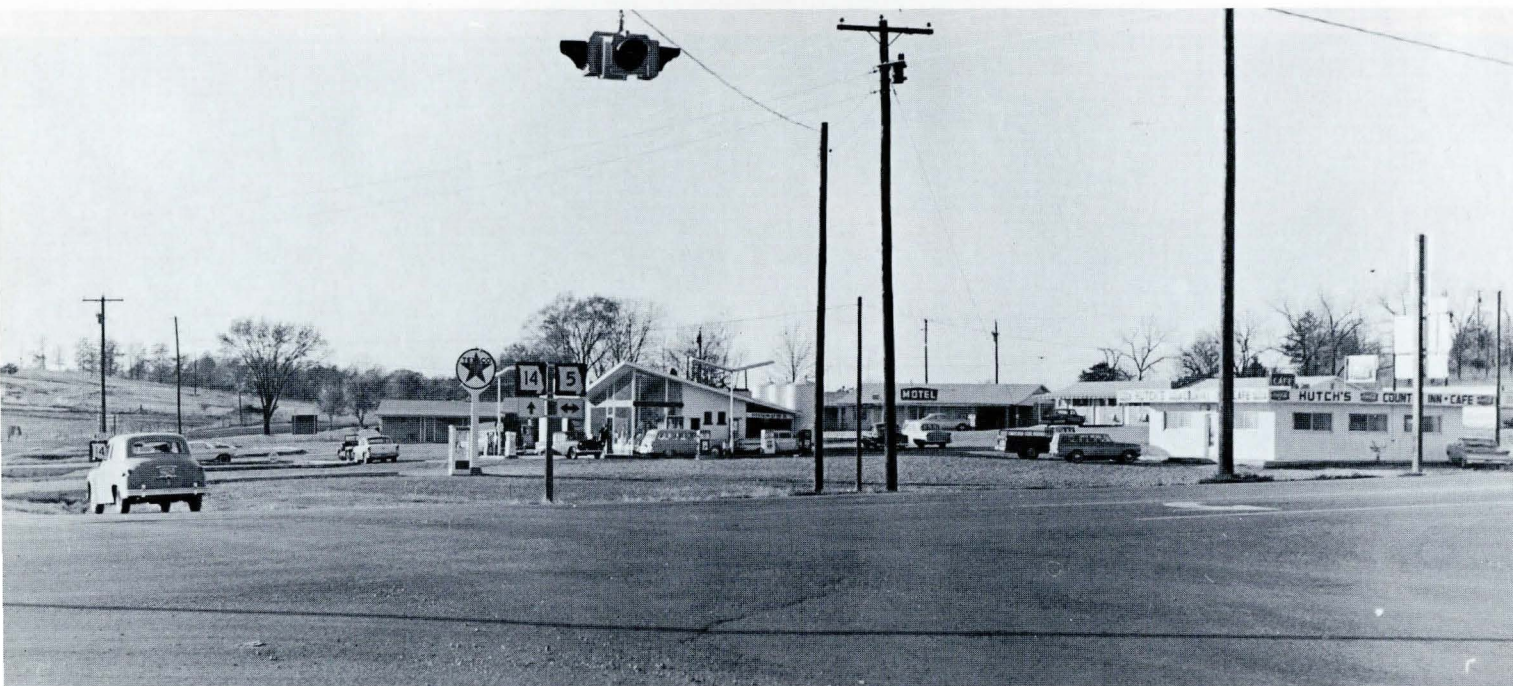
"I told my brother-in-law about it one day when he was visiting us and he called me a liar. So I took him with me.

"We were almost to Mansfield when he thought he'd proved I was wrong. The sun, he informed me, hadn't come in the back window yet. About that

time I hit that curve at the edge of Mansfield that swung due west and that old sun came streaming in that back window."

"Then look at what's happened already to land around here," Hutchinson winds up. "Just a few years ago, before the highway came through here, three acres where this restaurant sits sold for \$1500. Just this year one acre—and not even on the corner, mind you—sold for \$10,000."

No wonder that Harold Hutchinson calls the new bypass "the best thing that ever happened" to Ava.



THE Hutchinson restaurant, at right, above, is part of a three-acre development at the junction of Routes 5 and

14. Other businesses on the site are a service station and a motel to make a complete one-stop traveler service.



A Record Year

The year 1963 was a record year for construction awards. Over \$143 million has been obligated for road construction, including engineering and non-contractual costs. Right of way costs are not included in this figure. A breakdown of the awards made by the Commission indicates:

About \$60 million for the Interstate System, about \$25 million for the Primary System, about \$19 million for the Urban System, about \$11 million for the Supplementary System (Farm-to-Market), about \$23 million for 100% State Funds projects and about \$5 million for Defense Roads.

Missouri continues to complete segments of the Interstate System. Approximately 62 miles were completed this year and Missouri now has 337 miles of its Interstate System in operation. There are 155 miles now under construction and an additional 181 miles of dual facility is in use but is not up to full Interstate standards. Included in the Interstate projects has been work in the vicinity of St. Louis, Kansas City and numerous localities such as St. Joseph, Sarcoxie, Bethany, Cameron, Cape Girardeau, Caruthersville, Hazel Green, Sikeston and Mount Vernon. Urban work has been active in Sedalia, St. Joseph, Springfield, St. Louis, Cape Girardeau, Nevada and Brookfield.

Excellent progress has been made on Defense Roads in West Central Missouri in connection with the Minuteman Missile Complex. Of the 143 projects involved in this system, only nine remain to be completed.

ACTIVE PROJECTS as of December 31, 1963

SYSTEM	CONTRACTED			TOTAL
	1961	1962	1963	
Interstate.....	4	19	29	52
Major.....	2	7	17	26
Urban.....	1	3	9	13
Defense Roads.....	0	0	9	9
Supplementary.....	0	4	58	62
100% State.....	1	4	72	77
	8	37	194	239

STATUS of state highway system

	ROAD MILES	COST
Major.....	7889.1	\$1,122,632,325
Traffic Relief.....	420.0	89,108,578
Park Connections.....	163.5	3,003,273
Additional 300-Mile.....	303.8	12,587,406
Supplementary.....	22640.0	328,733,383
TOTALS.....	31416.4	\$1,556,064,965

MILEAGE BY TYPES	Type	Road Miles
	Oiled Earth.....	581.3
	Granular.....	7259.6
	Low Type Bituminous.....	17811.4
	High Type Bituminous.....	2225.4
	Concrete.....	3538.7
	TOTAL MILES.....	31416.4

A black and white photograph of a town street at night. The street is lined with buildings and decorated with strings of lights. The lights are strung across the street, creating a festive atmosphere. The street is dark, and the lights are the primary source of illumination. The buildings are silhouetted against the dark sky. The overall scene is a nighttime view of a town street, likely in Palmyra, Ohio, as mentioned in the text.

An old town sets off down a new path

It was mid-October, 1962. The tall elms and maples showered color along the streets and sidewalks and around the stately old homes in historic Palmyra.

Downtown in the office of the Palmyra Spectator, behind its new glass and stone front with its name in shiny aluminum letters, Don Sosey was punching out the week's news on a typewriter.

Since 1839, only 20 years after Palmyra was founded, a Sosey had printed the weekly happenings in Palmyra and surrounding Marion county. Don himself had chronicled the weekly news more than 2,000 times over a period of 39 years stretching back to 1923.

But today the news was different.



Outside old Main Street, through the big plate glass window, looked almost the same. Down the street, a block north, the old courthouse (the second one, not the original) still stood. Behind it still stood the old jailhouse (the second one, built after the Civil War with cannon balls buried in grooves in each rock).

And back south on Main Street the old Lauck home, originally the Gardner House hotel and stage stop, still stood, tall and dignified in its advancing years.

But the news was different. Palmyra was set off on a new path. Don Sosey, with his love and knowledge of Palmyra history, must have felt this but he wrote with a newspaperman's objectivity. His

lead paragraph read:

"The new section of Routes 61 and 24, starting from the north part of Palmyra and extending south to the Gash corner, was opened to traffic last week."

Then he touched on the reasons why Main Street was only "almost the same."

"It eliminates," he wrote on, "coming through the business section of Palmyra and greatly speeds the movement of traffic. At the Gash corner, the point where the two routes separate, there is an interchange, which greatly eliminates the congestion and danger of accident."

"From the Gash corner north for about two miles there is divided pave-

ment, with two new bridges over South river. Where the divided pavement ends there is an interchange for entrance to, and exit from the old pavement leading to the business section of Palmyra . . ."

This was Palmyra's new path upon which it had set off, a path of 24-foot concrete (with room left for another lane in the future) about a quarter of a mile east of the Spectator office and the other businesses that opened their doors on Main Street.

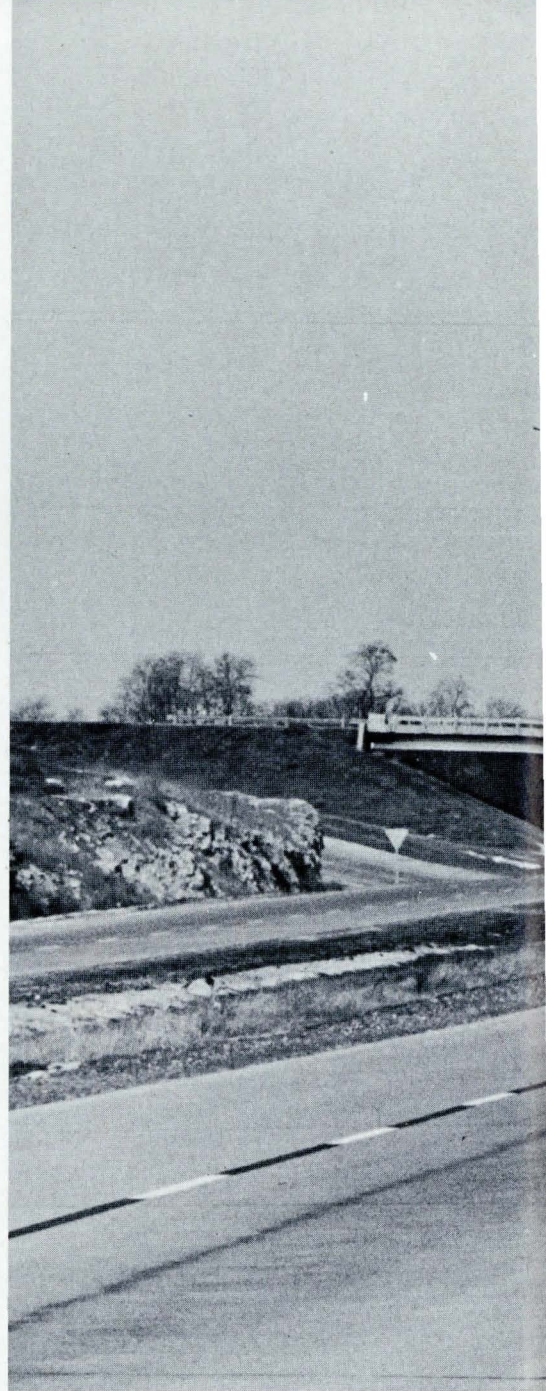
It was a path, not chosen by Palmyra, but thrust upon it by the changing society of the nation, a nation geared to the busy hum of highway traffic,

continued

Along with the future, the window reflects the past



SINCE 1839, when Don Sosey's grandfather started the newspaper which was to become the Palmyra Spectator and the nation's oldest newspaper published continuously by one family, the town's main road had run through the center of the town, the Marion county seat.



NOW the new highway, carrying U.S. Routes 61 and 24, sweeps around the east side of Palmyra. This sign, south of the town, points the way to the business area along the old route, now designated Business Route 61-24.

traffic seeking the fastest, most direct way to its destination.

Although the new highway lay a quarter of a mile east Sosey still could see where it was leading from his "Main Street Window Views," as he calls his weekly column.

"Some service stations, especially Hutch's, probably have been hurt but I don't think it has hurt business in general," he said looking back over the past year. And, looking up ahead into the future, he added:



"I believe the town will continue to grow—and will go to the new highway."

Sosey had helped pave the way for the town to move in that direction by his efforts to secure an access road (Main Cross) from the highway to the business district.

With permission for the road granted by the Highway Department, the city bought needed right of way for extending the road to the highway, raised the roadway level with fill from a sewer improvement project and, with help from the county, paved it.

Don Sosey's Main Street window, along with its views into Palmyra's future, also reflects the town's historic past, a past that is one of the town's dominant features and which becomes

an essential consideration in assaying the town's future along its new path. And no one knows this past better or is more personally connected with it than Sosey.

The town sprang from a spring, the "big spring" where Benjamin Vanlandingham settled in 1818. It was platted the next year. At first it was proposed to name it Springfield, after Vanlandingham's spring and the field adjoining it. But Springfield lost to Palmyra, named for the ancient city built by King Solomon in the wilderness.

Much as today's highways attract developments around them, water in those days was a magnet. So the settlers of Palmyra built their homes around the spring.

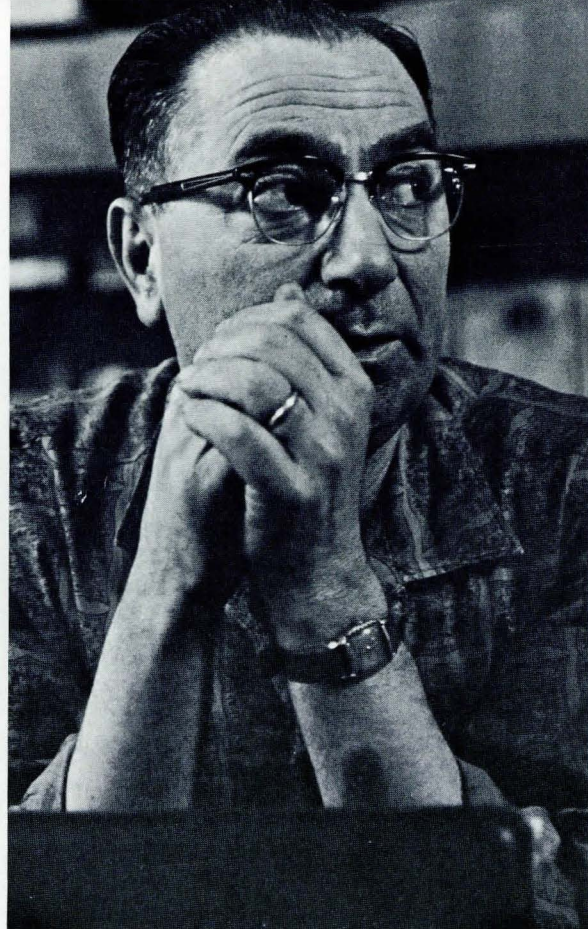
By the time Jacob Sosey, Don's grandfather, left Staunton, Virginia to come to Missouri, Palmyra was a thriving town on the Missouri frontier with a busy land office.

"The Whig party wanted a newspaper, a party voice, in Missouri," says Sosey, "and it apparently underwrote my grandfather's venture, at least to some extent. But all he was told was to go to northeast Missouri and start a newspaper.

"He and his equipment came upriver and he unloaded at Quincy. There he stored his equipment, crossed the Mississippi and started looking for a likely place.

continued

BANKER Byron Webb is planning a drive-in and a walk-up banking facility to help solve parking difficulty, still a problem even with much traffic using the bypass.



MANAGER "Huck" Huckabee of the Gamble store wonders, though, if businesses don't automatically lose customers when the town loses traffic.

Some of the people are waiting to see

"Palmyra was one of his first stops and he was impressed. But he continued on, riding horseback all the way across Missouri over to Westport Landing. Palmyra still struck him as the best place to start his newspaper so back he came and set up shop."

The shop faced Main Street, already the main road to Quincy and points north and to Hannibal and points south. Wagons rolling by or horses galloping past, left behind clouds of dust or muddy ruts and hoofprint holes.

"Around 1900 it still was just a dirt road," recalls Sosey, "with stones laid across it at intervals to walk from one side of the street to the other. And the stones were placed so wagon wheels could straddle them."

As Palmyra grew Main Street grew and the traffic demands on it became heavier.

"Later came gravel and then mac-

adam and then concrete," says Sosey. "I even helped Red Latham (E. O. Latham, former district right of way agent at Hannibal) sign up some property owners north of town when old 61 was built through here in the 20s."

Along the way, as Palmyra and its Main Street grew up, the Soseys reported the growth and the historical events that happened here, events like the Palmyra massacre during the Civil War.

Also during the war Jacob Sosey's newspaper office was raided and about two years of the paper's files were destroyed, the only break in the files from 1839 to the present.

Here also, at the First Methodist Church in 1866, ministers assembled to revive the Methodist Episcopal Church South in the country wrecked by the Civil War.

After the war three colleges were

thriving in Palmyra, making it an educational center in northeast Missouri.

And by the early 1900s, Palmyra was a leading town in its area—and roads were playing a big part in making it so.

In those days, as now, a Sosey was working for better roads. Don's father, Frank, during four terms as a state legislator secured passage of a bill to permit counties to bond themselves for building roads.

"But Marion county levied taxes to build its roads," said Sosey, "and has built one of the finest county road systems in Missouri."

"Palmyra is leading in building fine gravel roads," said "A History of Northeast Missouri" in 1914. "Already many miles of gravel roads center there and many more are contemplated and under construction."

And added the history: "There is no

REALTOR Ira Leach, with real estate moving slowly and prices down, figures maybe the people are just waiting to see what will happen.



MAYOR Fred Jacobs believes the town will continue to grow—and will grow toward the new highway to the east.

what's going to happen

better place in Missouri in which to live and be contented and happy than at Palmyra."

Palmyrans still feel the same way today.

"It's a good town to live in," says Don Sosey. "We have good city streets, we've just completed a sewage improvement project complete with lagoon, we've revamped the city light and water departments, we've got one of the best reorganized school districts in the state with a high tax value behind each student and we're making plans for recreational facilities on a 40-acre site at the edge of town."

In the next block north on Main Street Byron Webb, president of the Palmyra State Bank and a newcomer to the historic town, echoed Sosey's remarks.

A native of Greenfield, at the other end of the state from Palmyra in south-

west Missouri's Dade county, Webb operated General Motors corporation stores in Pontiac, Michigan for 28 years. Then he operated a Pontiac dealership in St. Louis before moving to California. Four years ago he came to Palmyra to head the bank.

"It's a good town," he says, "good schools, good sewer system, good water. And the bypass won't hurt it."

"Most of the merchants felt that it would stop the growth of the town but it certainly hasn't. Perhaps a few service stations were hurt but certainly not the town as a whole."

He motioned out the window to Main Street.

"We still have as much traffic through here as we ever had except for the trucks," he goes on. "And we still don't have enough parking. Here at the bank we're going to build a drive-in installation and a walk-up

window to help battle this parking problem."

The Palmyra Chamber of Commerce has erected signs at both north and south entrances to Palmyra welcoming travelers to the town. And the new highway has made it easier for many people in outlying rural areas to drive into Palmyra.

"Our trade area is fairly well defined," says Webb, "from north to south between Quincy and Hannibal and west to Shelbyville."

"You can't fight new highways like this," he sums up. "They've got to come to handle modern day traffic."

"But if you stay wide awake and smart enough you'll continue to grow."

Down the street J. W. "Huck" Huckabee, manager of the local Gamble store for eight years, voiced a some-

continued

That 'day coming' came



THESE SIGNS, at the north end of Business Route 61-24, also are signs of the times; times that have created the need for speeding through traffic on its way around towns and still providing access into the towns for the traffic that wants to go there.

what different opinion.

"The new highway hasn't affected my business," he said. "But maybe it has for the town as a whole or for certain kinds of businesses like cafes and truck stops.

"After all, when you lose traffic you're bound to lose some business, aren't you?

"But our parking situation doesn't seem to be improved. It's quieter,

though, I'll say that, with the trucks not coming through town."

At the Palmyra Real Estate Company, Ira Leach pondered the effect of the highway on real estate values.

"Real estate is moving slowly," he said, "even out along the highway. And that means that prices are low. Perhaps the people are just waiting to see what's going to happen."

During his lunch hour at his brick

home at 804 West Main Cross, Mayor Fred Jacobs discussed his views on the highway and its effect on his town. Only a few weeks before he had helped dedicate a newer stretch of U.S. Route 61 at Hannibal, a stretch that provided a dual lane, divided highway from just south of Palmyra to Hannibal.

"I don't think the town as a whole is hurt," said Mayor Jacobs. "Probably Hutch was hurt with his truck business and maybe a few other service stations. But Pete Powell at the Shell station downtown told me that his business dropped off at first but that it had built back up now.

"And the merchants downtown had a big Christmas so I don't believe that as a community we're hurt. Also I think that in the future, as the town continues to grow, that it will grow toward the highway.

"One thing's for sure," he added. "It's safer now to back out of a parking place downtown and it's quieter, too, with those big trucks pulled off Main Street."

This is Palmyra and some of its people about a year after Don Sosey chronicled the opening of the new Route 61-24 bypass on that October day in 1962.

In that year the town, befitting its historic past, its rows of stately old homes and its southern ancestors, did not panic and it did not mushroom.

At the year's end the two businessmen affected most by the new highway had made or were making plans to offset their losses. And some of the people were "waiting to see."

But, as Don Sosey saw from his Main Street window, it was a good town and would continue to grow into a better one.

"I remember sitting in the office in the early Twenties," said Sosey, "listening to my father and Mr. Piepmeier (B. H. Piepmeier, former chief engineer of the Missouri Highway Department) discussing where the 'new' road they were building then should go.

"Mr. Piepmeier and the Department said it should be located around town. My father kept insisting that it be kept through town.

"Finally Mr. Piepmeier said, 'All right, we'll keep it through town but the day is coming when you'll wish it and all of its noise and traffic were out of here.'

"That was about forty years ago," said Sosey. "And he was right."

WANTED:

A lot of 'Georges'



IN THE SAME issue of the Spectator in which he front-paged the opening of the new highway around Palmyra, Publisher Don Sosey in his weekly "Main Street Window Views" looked down the highway and where the community could go on it if. . . .

Remember the old saying, "Let George Do It"? Well, it often seems that there are not near enough Georges. In every community there is always a lot of work to be done to promote the good of all, but far too often the load falls on the same people, time after time.

Ask others to take the lead and give time from their work or business and the answer is, "I just don't have time". And yet, when some fellow does give up his own work to go out and do a job for his community, he may be criticized because the other fellow thinks it should have been done differently.

Every community needs the full cooperation of every citizen, if it is to grow and prosper, and Palmyra is no different in this respect than the others. Right now we probably need this co-operation more than at any time for many years.

We have just witnessed the opening of the new section of Highways 61 and 24, which, while still passing through the city, now carries much traffic away from the business area. Ever since Palmyra was settled and the roads in the county were surveyed, the main highway came through the city along Main Street and much of the business section was built along it.

When Highway 61 was paved, nearly forty years ago, it followed this route, through efforts of some of the local businessmen, in spite of some effort to locate it in the outskirts. Now this situation has suddenly changed and most of the through traffic is bypassing the business section.

When fewer people pass through a business area it is a foregone conclusion that their absence is bound to be felt by the merchants. Naturally this loss will affect some business concerns more than others. There is a way to make up for the loss and that is to put forth a greater effort to attract people to Palmyra, but this is not a job for a few "Georges", it means that everyone must shoulder his share of the load.

It can be done by the cooperation

of every business man and citizen and every resident should be as much interested as his neighbor, for all can benefit by city growth and prosperity or can suffer when there is a loss.

It can be done by offering desirable merchandise and advertising it so that shoppers will know that it is obtainable in Palmyra and they do not have to look elsewhere for it.

It can be done by advertising the historical attractions of our city to the traveling public, so that they will wish to stop here to see them. Tourist business is one of the largest industries in the nation and we can cash in on our share.

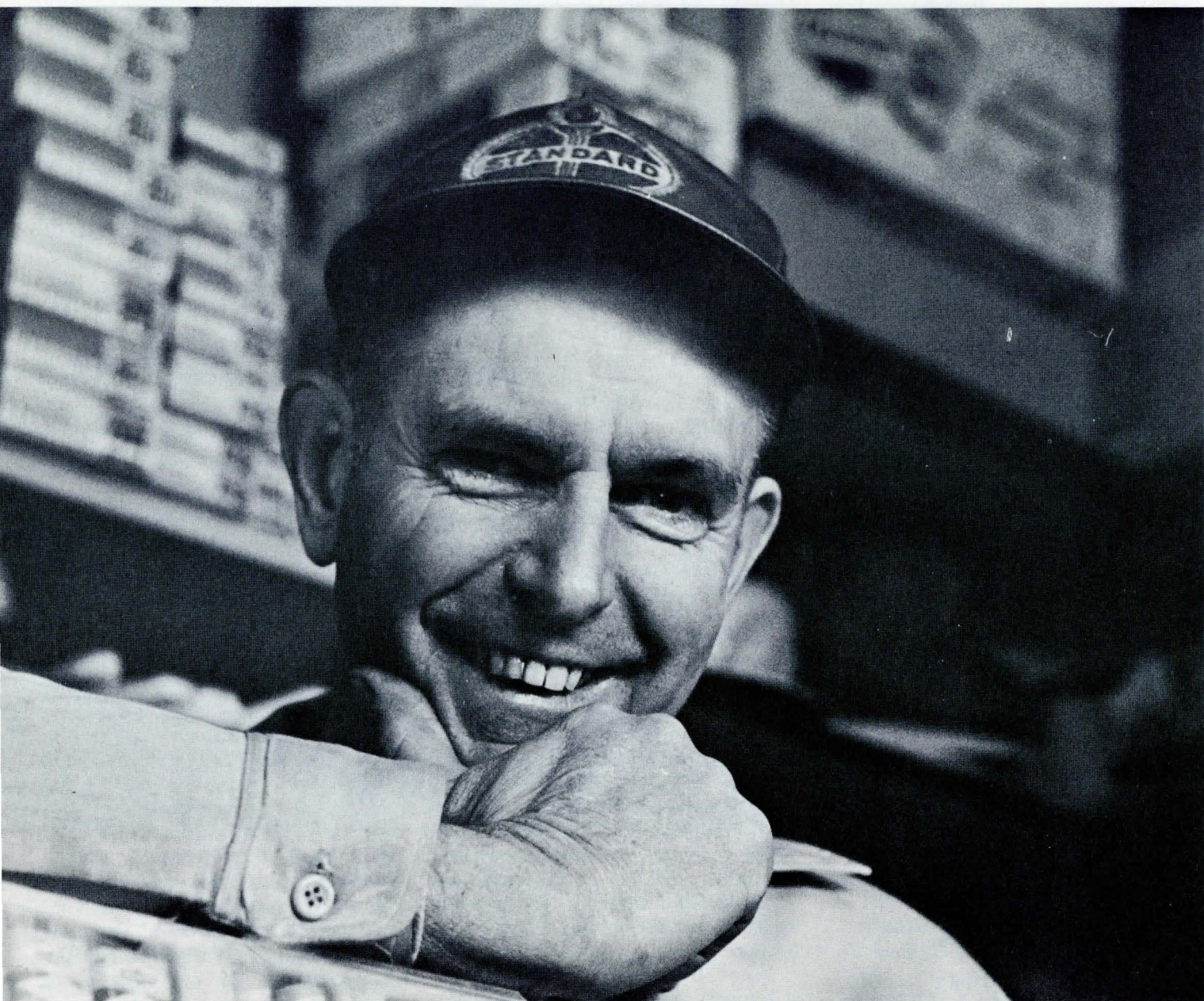
In many cities women's organizations help attract tourists by developing and promoting the historical attractions. One of the outstanding examples is to be found in Natchez, Mississippi, where several organizations have taken over interesting old residences and operate them, charging tourists a fee to see them. Also a pilgrimage is held each year, when many of the privately owned homes can be seen.

While there are some fine old homes here, we think that a more practical plan for Palmyra would be the operation of one home or building as a sort of museum of things pertaining to this city and community and we are certain that many could be found.

An ideal residence for such a venture would be the old Lauck home on Main Street. It was originally a hotel, Gardner House, and stage stop and has a historical setting. It is well located and its architectural design is most interesting. We believe that the cooperation of the organizations of the city could easily raise the money necessary for its purchase and renovation and antique furnishings and other items of interest would be given or loaned.

As we said before, it takes the cooperation of everyone to make a city thrive. We believe there are a lot of "Georges" in Palmyra and we know that if they all get busy and "DO IT" this community can really go places.

Two 'Georges' and



MARION POLLITT:

He aims for a new motel

See page 28

how they're doing



LYNN HUTCHERSON:

He adds a bowling alley

See page 29

Page 27

'I guess I'll just start over'



Marion Pollitt has been operating a service station in Palmyra since the days it was called a filling station. Or "just about a lifetime," as he puts it.

Pollitt's station sits on the east side of "old" U.S. Routes 61-24 in the south part of Palmyra. Since 1937 he's been there, serving Palmyrans, area farmers and travelers.

While his competitor, Lynn Hutcherson, at the north edge of Palmyra, was aiming at truck business with a restaurant, lots of parking space and three three-pump islands, Pollitt took sight on a different kind of service station business. That was a "sideline" business — supplying just about anything that anyone who drove up in a car would want. Or anyone who walked in, for that matter.

Crammed on every shelf around the walls and stacked in the corners of the small station is a stock of goods to qualify Pollitt's place as a general store instead of just a service station.

There are candies, cakes, potato chips, bread, gloves, film, comic "glow" card signs advising "Do not Disturb", "Go Away", or "Man Working," sun glasses, picnic supplies, hunters' and workers' caps, shaving supplies, pills for headaches, pills for indigestion, shotgun shells and rifle bullets, milk (chocolate and plain) and a wide assortment of soft drinks.

In one corner of the station he even has a small table and three chairs for customers who want to sit while they drink and eat.

And, of course, Pollitt's customers can buy gasoline and oil and tires and spark plugs and fuses and they can have their cars greased and washed.

"I started years ago stocking just a few non-car items," grins Pollitt, "and I just kept adding others through the years. They sell well, too. For instance, last year 30 percent of my gross came from these items."

Another big part of his business is an 11-unit motel. The trim little cabins with their sharply-pitched roofs ring his property behind the service station.

The previous owner built five units of the motel in 1936, the year before Pollitt took over. In 1954 Pollitt added six units and remodeled the others.

This was Pollitt's business when the new highway was opened, a business

that he had built over a quarter of a century. How would it affect him?

"Well, I didn't know so I stayed put," he said with a slow grin. "And I found out."

"I guess, after about a year, that my gas and motel business are off about 25 percent.

"While Hutch up at the other end of town aimed for truck business, I worked more for tourist business and we got a lot more than you might think, people going through to vacation areas. And Hutch often would steer truckers to our motel since it's the only one in town."

Like Hutcherson, though, Pollitt analyzed the situation and figured how to cope with it.

"The first thing you do is to try to cut your overhead," he explained. "And you have to let people know that you're still here and how to get here so we put up signs advertising our place. They cost \$35 to \$40 a month to keep there but people traveling the new highway wouldn't know we're here if we didn't have those signs."

To bolster his sagging motel trade Pollitt also started renting some of his motel units on a weekly basis. To keep up service station volume he offered discounts on gas and staged special sales on tires, batteries and car accessories.

But he's planning to launch an even bigger offensive based on putting the new highway to work for him as the old one did for 25 years. He plans to build a 12-unit motel, along with living quarters, on the Main Cross access road just off the new highway.

The site, along a little hill that overlooks the highway, is ideally located. Travelers easily can see the motel from the highway and yet be far enough away to sleep undisturbed by traffic noise.

Pollitt expects to start construction on the motel in the spring. But he plans to continue operating his other motel and service station after he opens the new one.

"You know," he grins big, "I thought after all these years in one spot that I was pretty well set. But I guess I'll just start over."

Somehow, there isn't much doubt that he'll make it.

For about twenty years Hutch's Dinner Bell restaurant and service station at the north edge of Palmyra have been landmarks for travelers along U.S. Routes 24 and 61 in northeast Missouri.

Every day, 24 hours a day the traffic rolled by—down from Keokuk, where the Des Moines and Mississippi rivers squeeze the southeastern tip of Iowa; over from Quincy, west central Illinois' trade center; up from St. Louis, Missouri's biggest city; up from the lower river towns in Missouri like Cape Girardeau and others strung along the highway all the way into Arkansas.

Night and day the big trucks rolled by carrying grain and chemicals and gasoline and steel and lumber—all the raw and finished materials that fuel America's growing economy. And along with them came the cars carrying people who make the economy run—salesmen, families on vacation, farmers hauling produce.

By Hutch's place alongside the highway they streamed. And many of them stopped to "fill 'er up." That meant gas tanks or stomachs—or both. And both meant business for Hutch.

For twenty years this was a part—and a big part—of the business from which Lynn Hutcherson and his wife made their living and raised their family, a son and a daughter.

Then, on an October day in 1962, the new Routes 61 and 24 bypass around Palmyra was opened. Hutcherson and other businessmen in the town had seen the bypass coming. But now it was here to be reckoned with.

Studies in Missouri and other states had shown that if any businesses were hurt by a bypass they usually were the service stations, restaurants and motels, businesses that thrive on transient trade.

"We figured we'd be hurt," says Hutch matter of factly. "And we were."

He motioned to a little office at the back of the service station. A young woman punched an adding machine at a desk beside the door. Around her—and above her—were rows of ledger books, files.

"Let's just see what's happened to the business in black and white," says Hutch as he asks the girl for his "P and L" statements (profit and loss).

Checking down rows of figures, he

found the total. "Here we are," he says. "We went from a \$233,452 year in '62 to \$168,805 in '63."

That's a drop of about 28 percent. And over in the restaurant his wife quickly figured that her business had dropped about 25 percent.

What do you do to offset such a cutback in business—hang on and hope, get out fast, make the new highway work for you or find a way to make up for what you've lost?

Hutch had answered this question before the bypass was opened. He and his wife had worked hard together to build up the station and the Dinner Bell over the years. And although only in their fifties, they did not want to launch a new business.

So Hutch moved early to offset the loss he saw coming. Just north of the Dinner Bell he built a \$210,000 bowling alley, a big gleaming building with eight lanes and space for four more. Its modern, tasteful decor of orange and grey would do credit to a town ten times as large as Palmyra and its 2933 people.

Hutch opened it in August, 1961, while construction still was underway on the new bypass and more than a year before it would be finished.

"I picked a bowling alley," explains Hutch, "for several reasons. It was a growing sport and business, of course. On top of that I was looking ahead, figuring that my wife and I have worked hard in the restaurant and station and before too long we may want something with a little less manual labor."

The bowling alley has served its purpose. It's taken up the slack in the restaurant and station business.

"Almost any night you can go in the restaurant and see some of the bowlers from next door in there eating," says Hutch.

By now the visitor gets the impression that if North River were dammed up and lapping at the Dinner Bell's front door Hutch would be doing business at the back.

He and this old highway through Palmyra in a way grew up together. He was born in Philadelphia, about 13 miles west on Missouri Route 168. But in 1926, when he was 19 years old, he went to work on a construction gang

**'They don't
roll for you
all the time'**



continued

'It hurt some but it had to come'

that was building the "new" highway through Palmyra.

"Then I went on with the crew down to a job at Advance," he recalls, "but I couldn't take that flat country down there so I came back here and I've never left since."

And he's been in the service station business ever since. For 17 years he operated several stations in Palmyra, but all of them were on the highway. In 1944 he took over his present location.

"It was just an old shack of a place then," he recalls. "We built this building in '52."

And one of his proudest possessions is the shiny engraved plaque that hangs on the service station wall. It's from the Phillips Petroleum Company for 25 years of continuous service. So you figure that this man knows his business and what makes it go.

"There are lots of things that enter into this business," he says. "For instance, our best years were 1954, '55 and '56. That was because Missouri was a good market for truck fuel then with tax rates lower than rates in Illinois and Iowa.

"We sold to those Illinois and Iowa truckers coming and going then—and

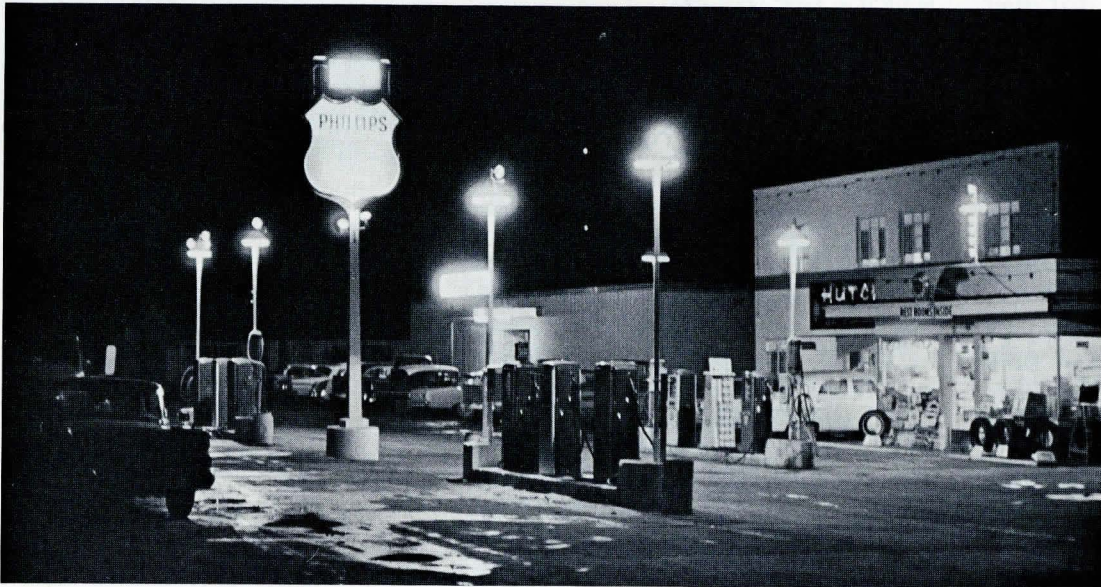
pumped about a million gallons a year doing it."

Then other service stations sprang up, competition increased, the state's bridge laws were changed and the heady heydays settled into 600,000 to 700,000-gallon years.

"We've had our good days and years on this highway," says Hutch. "We've raised two kids off it. Our son now is a doctor in the army and our daughter is a freshman in college over at Kirksville.

"And Palmyra's not dying. We've got a good shoe factory here and we're trying to bring in more industry. We've signed up for the governor's Five-Star Community Betterment Program. And we're growing. We gained about 600 people in the 1960 census.

"The bypass hurt me some," he concludes, "but it had to come. And, after all, business is kind of like a dice game. They don't roll for you all the time."



HUTCH'S service station and Dinner Bell restaurant still are 24-hour beacons to Palmyrans and travelers. Only about a quarter-mile off the new highway, he figures he would attract more traffic from it if the off-ramp did not climb so steeply.

HIS modern bowling alley, north of the restaurant, helps take up the slack of lost trucking business. And it provides a business that the Hutchersons can operate when they decide that they want a "little less manual labor."



The CART program is rolling

The CART program is the commonly used term for the County Aid Road Trust Fund program.

It came into being on April 1, 1962 after Missourians approved a constitutional amendment on the state motor vehicle fuel tax.

This amendment sustained a two-cent increase in the tax (from three to five cents per gallon). And it directed, for the first time in Missouri history, sharing of the proceeds of this tax with counties and incorporated cities of more than 200 population.

Under the sharing formula, the counties receive five percent of the tax proceeds. That's the CART fund.

This CART program brought four major improvements, compared to the King Bill which it replaced.

1. Stable source of state funds.
2. More state money for county road work.
3. Full authority to county courts in determining work to be done.
4. Decrease in "red tape."

To see how the CART is starting to roll, let's look at the figures for the nine months of 1962 and for 1963, it's first full year of operation.

In 1962 eighty-nine counties submitted programs; they were reimbursed a total of \$1,331,106.06 involving 346 separate payments. Of that total \$365,464.67 was spent for construction and \$965,641.39 for maintenance.

In 1963 all counties in the state—114—submitted programs. At the end of the year they had been reimbursed a total of \$3,032,508.40 involving 420 separate payments. (Because there are no deadlines, payments on the 1963 program will be carried into calendar year 1964).

After 21 months of CART operation, more county roads in Missouri are being improved than ever before. And the pace of improvements will continue to increase...as CART keeps rolling.

RECEIPTS AND DISBURSEMENTS

RECEIPTS

HIGHWAY USERS' TAXES

Motor Vehicle License & Fees.	\$ 44,973,300.22	
Motor Bus Fees.....	40,150.00	
Motor Truck Fees.....	482,678.00	
Gasoline Tax Receipts.....	71,080,772.43	
Motor Vehicle Use Tax.....	2,614,635.63	
Users Tax (Diesel Fuel).....	3,173,285.82	
Drivers License Fees.....	<u>1,196,500.52</u>	
		\$123,561,322.62

INCIDENTAL RECEIPTS

Sale of Blue Prints.....	40,864.51	
Refunds.....	1,170,039.12	
Civil Subdivision Refunds....	2,189,678.66	
Miscellaneous.....	<u>288,269.55</u>	
		3,688,851.84

FEDERAL AID REFUNDS

	<u>89,279,215.60</u>	<u>89,279,215.60</u>	
TOTAL RECEIPTS			\$216,529,390.06

DISBURSEMENTS

Construction.....	\$166,318,989.79
Maintenance.....	35,855,473.34
Other State Departments.....	10,216,385.79
Gas Tax Refunds.....	6,894,347.92
Administration.....	<u>6,006,086.79</u>

TOTAL DISBURSEMENTS		\$225,291,283.63
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The town that lost and won

All morning the trucks and cars had rumbled along Boonville's Main Street, tires whining as they rolled in from the north off the steel grid floor of the Missouri river bridge or motors grinding as they pulled around the right angle corner at Elm Street and up the hill from the south.

On they rumbled, as in years past, day and night. And looming over the never-ending stream of traffic were the big trucks.

This afternoon was much the same as others. The slanting sun added four feet of shadow to the length of two big trucks and a transcontinental bus, clustered together in a half block south of the bridge.

It was October 7, 1960.

Tomorrow these big vehicles—and the hundreds like them—that had pounded down Main Street each day would be gone, whizzing along a gleaming new highway about three miles south of town.

For tomorrow, October 8, 1960, was the date of the official dedication and opening of a new section of Interstate Route 70 and its new bridge over the Missouri river near Rocheport. And, after some five years of surveys and studies and hearings and court suits and charges and countercharges some Boonville residents still had their fingers crossed.

continued

As one era ends, another starts

Those five years had been disturbed ones—at times emotionally violent ones—for the people of Boonville and its surrounding farmlands.

Townpeople, stirred by their natural concern over possible loss of tourist and transportation business, had fought the Highway Department's location of the new highway out of town—and out of sight of the town.

But those years were past now. The highway was here. Tomorrow it would be opened. Where would it take Boonville?

The Boonville *Daily News*, published by Oliver Maxwell, took a look ahead in an editorial the day before, October 6.

"Within the span of a few hours," it said, "an era will end for Boonville.

"No longer will conversations be pitched in tune with the roar of heavy tractor-trailer trucks groaning up and down the city's Main Street.

"The traffic tie-ups along Main Street, caused by a blocked Boonville bridge or the passage of wide vehicles over the narrow span, will all but be a thing of the past.

"Man's modern achievements have caught up with our city. Interstate Highway 70 will now get the traffic problems Boonville used to call her own.

"When Highway 40 traffic begins to bypass Boonville in favor of the new super highway three miles to the south, local residents will find themselves taking a closer look at what is in store for this community.

"The new highway will cut out some tourist trade. This is evident.

"But the new opportunities that have been dropped in the lap of our city can vastly overshadow any loss in tourist trade *IF* we seize the advantages before us. . ."

On October 8 that new era started as Boonville residents dedicated a new Business Loop 70 connecting the town with the new highway and joined with some 3,500 other Missourians at the new river bridge to dedicate, with pomp and ceremony and a Missouri river fish fry, the \$23 million-dollar highway and bridge.



One of Boonville's most colorful citizens is E. J. Melton, the venerable editor of the unusual Cooper County *Record*. In print and in person, he says what he thinks.

January 2, 1964, with the new year just starting and the week's edition already in the mails, was a good time for looking back over the little more than three years since Boonville's new era started.

"Well, I always thought that the Highway Department had more information about where to put highways than the coffee drinkers around town," he started off with a smile that told he enjoyed the subject.

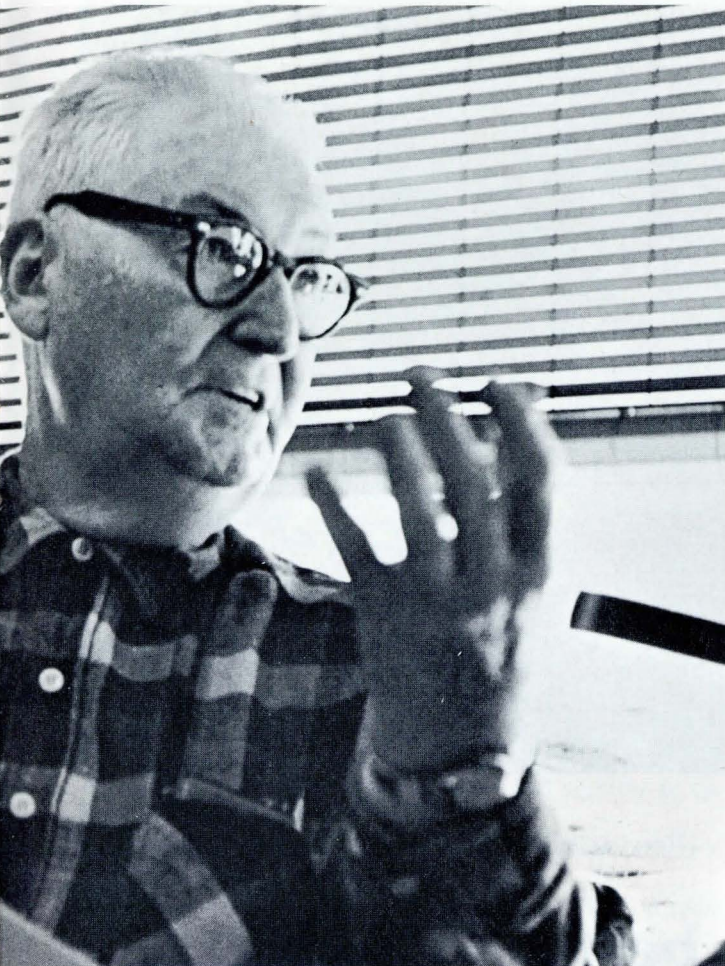
"And you should've seen Boonville after the new highway opened. I never saw so many cars in town in my life. It was jammed."

He chuckled, almost to himself. "I guess everyone wanted to see what a dead town looked like. Or maybe they came for the funeral."

That's as close as he allowed himself to come to an "I told you so," as well he might. Because Melton had been one of the few vocal supporters of the location.

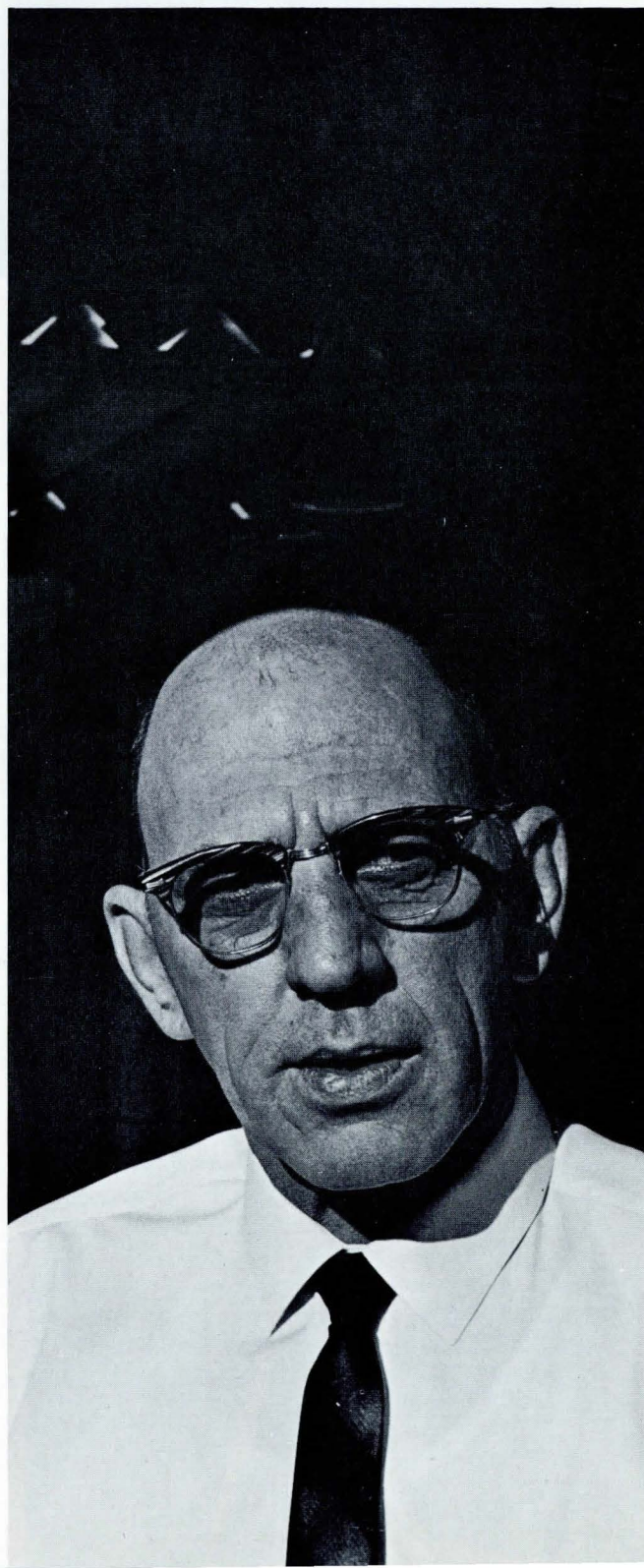
("I and old Tom Marshall and Gene Hansen," he would say, then add, "And old Tom's dead now and Gene was suspect because he worked with me!")

"We've been so much better off," he continued. "Gone are those trucks belching down Main Street. Most of the time you can find parking space and people come to town for business. Before it was so bad that tourists couldn't stop. Now a lot of farmers



E. J. MELTON
Publisher of the
Cooper County Record

BERNARD ESSER
Owner of the Esser Jewelry Store



who didn't want to battle those big trucks on Main Street come to town to shop."

Melton ticked off on his fingers other economic improvements and growth in Boonville in the last three years—new businesses coming in, smaller, less efficient stores being absorbed into larger businesses, increased bank deposits and building and loan investors, new buildings and improvements on old ones.

He cited the case of the old building which formerly was home for Holt's cafe. For years Holt's was the bus stop in Boonville. At scheduled intervals travelers would pour off the bus and stream into Holt's for a quick meal or a cup of coffee.

Along with old Route 40's passing from the scene as the big traffic carrier through town went Holt's. But into the building moved A & P, which had outgrown its quarters across the street. And into the former A & P building went a new Coast to Coast store.

"I think Boonville would have, at best, stood still if it hadn't been for the new highway," said Melton. "But now the spirit of the town is good and we're moving ahead."

Proof of the good spirit are recent major advances voted by Boonville residents. In December, 1962 they approved a \$1,550,000 bond issue for improving the city water system, extending sewers and building a sewage treatment plant.

continued



GARTH CLINKSCALES
President of the National Bank of Boonville

'It's a solid--and a better--town'

In November, 1963 they voted to annex 1800 acres of land into the city, land extending the city limits south and west toward the new highway.

And earlier, in August, 1959, Boonville residents in a record turnout voted for a \$150,000 bond issue to assure the town of a major connection with the new highway. With that money the city bought the right of way for rerouting Missouri Route 87 into the corner of Main and Elm streets for a vital segment in Business Loop 70. The route was built jointly with state and federal funds.

Banding together in the face of what they viewed as a body blow to their economic lifeline, the merchants and businessmen of Boonville in the last three years have led the town in forging ahead.

As Bernard Esser, owner of the Esser Jewelry Store on Main Street, put it modestly, "We've got a reputation for promotion."

Raymond Roepe, manager of the local Chamber of Commerce, called it "more aggressive merchandising."

Randall Meyer, secretary-treasurer of the 76-year-old Boonville Building and Loan Association, called it "getting more business than ever before."

"Before the highway went around," said Melton, "a lot of people were just sitting here, satisfied with the tourists' dollars. And a lot of the rural people resented the town's emphasis on tourist trade."

"But after the highway the merchants started promoting and merchandising."

One of their first business promotions was Midnight Madness featuring store clerks and owners and operators clad in varying degrees of pajamas and nightgowns.

"It brought a terrific lot of people into town," recalled Melton, "and it was a lot of fun. You know, everyone has a little bit of clown in them and the whole business added some real fun to spending their money."

"A couple of the businessmen even slept all night in bunk beds in the window of the J. C. Penney store. They didn't get much sleep but they sure attracted a lot of people."

One of those sleepers was Bernard Esser. And as he sleepily tallied receipts the next morning he found checks on 31 out-of-town banks. And those checks were from area residents, not tourists.

"There wasn't a business in Boonville," said Esser, "that didn't benefit in some way from tourists on old 40. Why, I remember selling a diamond to a fellow from Spokane, Washington, for instance, and I sold lots of watches and costume jewelry to transients."

"After the highway went out of town it took us a while to realize that we'd better do something. Then we just bowed our necks and widened our trade area and sharpened our promotion and merchandising."

Now, with the trucks off Main Street traffic flows more smoothly, he said, and people who avoided downtown Boonville are coming in.

The growth of his business illustrates the transition through which at least some Boonville merchants went.

"I bought the store in 1958," explained Esser, "and completely revamped it at the start. My experience had been in liquor stores but I figure that selling is much the same, regardless of what you're selling, if you want to work at learning your product.

"From '58 until shortly before the new highway opened the business showed a normal increase. But from September, 1960 to June, 1961 I had losses every month.

"Then it started picking up and '61 wound up showing a gain over the preceding year. Then 1962 showed a gain over '61 business and now '63 has shown a fine increase over '62."

Similar increases, without an up-and-down transition, marked the financial statements of the two banks and building and loan associations.

"We started in 1946," said Garth Clinkscales, president of the National Bank of Boonville, "and by 1960 when the highway went around we had deposits of about \$5 million.

"We're preparing our 1963 statement today and it will show about \$8 million in deposits. And I think you'll find the same marked increases in the other bank and in both building and loan associations. All told, in the four institutions about \$28 million is on deposit.

"I don't see how anyone could substantiate a theory that the town is going to pot," he added.

It takes a big man to admit he's wrong. Such a man is Garth Clinkscales. He foresaw dire consequences for Boonville from the new highway before it was built. But the new highway, among other benefits, has made travel to Boonville easier for people in outlying areas.

"And there are good customers, too, for the bank and other businesses out there," he said. "Why, you know, we couldn't handle that traffic through here now if we threw in the sidewalks.

"Getting around town used to be so bad that some people from out in the country would leave their cars across the river and pay a fellow at a service station to drive them over and back.

"With a diversified economy and solid farming operations Boonville is a solid town. And I think it's a better town since the highway was built."

One of the easily seen aspects of this growing and better Boonville is the modern glass and brick home of the Boonville Building and Loan Association. Trimmed in marble, the building brightens up the corner of Spring and Fourth Streets.

"We all thought the highway would hurt at the time," said Randall Meyer inside the new building. "But we can all see now that it is better.

"We're getting more businesses than ever before," he went on. "Of course, there are several around the interchanges on the new highway and there have been new developments at the corner of Elm and Main on the business loop. The town as a whole is benefitting considerably."

His association's resources, grown from \$340 in 1887 to \$5,085,785 in 1963, have increased about \$600,000 a year for the last five years. Investors and borrowers come from as far away as Glasgow and

Fayette, Columbia, Tipton and many other area towns.

"We had a good year this year," he summed up, "and we believe next year will be even better."

One man with a different opinion of the highway and its effect on Boonville is its mayor for the last two and a half years, Earl Powell. An insurance man and a former state representative from Cooper county, Powell succeeded John Bell, mayor when the new highway opened.

A tall, lanky man with determined views, he talked about them in his second floor office on Spring Street.

"We've lost our tourist trade," he stated, "trade that during June, July and August probably was 50 percent of some place's business. For bringing it in we probably owe some credit to Pete (Pete Christus, late restaurant operator whose diamond-shaped red signs could be seen for hundreds of miles east and west of Boonville on old Route 40. His son, Pete Jr., now owns a new restaurant just off Interstate 70 east of the Rocheport bridge.)

"But whatever the reason they came and they spent money in Boonville on their way through."

He repeated a question. "New businesses started? Yes, some.

continued

RANDALL MEYER

Secretary-Treasurer of the
Boonville Building and Loan Association



'Service stations, especially across the



EARL POWELL
Mayor of Boonville

"And they employ some Boonville people but also some out of the community.

"And as for increases in deposits at the banks and the building and loan associations, a lot of that is outside money. You know, people with a lot of money to invest will break it up and put \$10,000 here and \$10,000 there because that's the maximum amount that's insured under federal law.

"Sure, some businesses probably had some good years, too, since the highway opened but that was because there were so many construction workers in the area, still working on I-70 west of here. They helped offset any loss we might have had otherwise. But they're all about gone now.

"Service stations were the hardest hit, especially across the river. And the hotel business is way down. The Chamber of Commerce is trying to build back tourist trade by brochures promoting the historic aspects of Boonville but I don't know how effective they are.

Concluding, he said, "Oh, maybe we're not hurt so badly as we expected. There's no difference in my business. And it's up to Boonville merchants to compete with other towns. If you have a big enough assortment with plenty of sizes and colors and good prices people will come to your store.

"And when other businesses are good it helps everyone."

Raymond Roepe also mentioned the losses to service stations across the river and to hotels, one of which he managed before taking over the Chamber of Commerce post.

"But most of the people are coming out from under any setback they might have had. Traffic congestion on the old highway may have eliminated some rural business and some of it has been brought back now."

Like most others contacted, Roepe cited the benefits to the town from the merchants' promotional activities.

He pulled out a little brochure from his desk. It was titled "Special Merchants Events." On it were 14 listings, covering a year's business.

These events helped establish Boonville's reputation as a good town to do business in. And this little brochure, prepared by the Chamber of Commerce's merchant's committee, could serve as a guide for any community that wants to boost business.

"Please don't throw me away," says the brochure on its front. "I will make you money if you will keep me around handy so that you may refer to me from time to time . . .

The events and dates listed inside were:

March 22 and 23 — Crazy Days.

April 1 to 14 — Easter Promotion.

river, were hardest hit...'

May 10 and 11 — Mother's Day.

June 14 and 15 — Father's Day.

June 21 and 22 — Rodeo Days.

July — Tentative.

August 2 and 3 — Sidewalk Days.

September 13 and 14 — Black Cat Days.

October 11 and 12 — Coupon Days.

November 1 and 2 — Dollar Days.

November 29 — Santa's Arrival.

December 2 — Midnight Madness.

January 10 and 11 — Dollar Days.

February 21 and 22 — Hatchet Days.

Yearly sales tax receipts reflect, along with other factors, the success of such efforts. The receipts for 1963, at year's end, were not available but within two years after the highway was opened they increased about eight percent, rising from \$155,863 in 1960 to \$167,844 in 1962.

One of the prime movers in Boonville's zippy merchandising and promotion is Morris Branson, manager for five years of the local J. C. Penney Company store.

What does he think of the highway's effect on the town?

"I wished it had gone around us several years ago," he said promptly. "All that big traffic on Main Street just choked business. Now that it's gone shopping is easier for people.

"For instance, it hasn't affected my Howard county business that comes in on the old highway and it's made it much easier for people to come in from places out south like Prairie Home and Pilot Grove and those areas."

He grinned and went on. "We got another fringe benefit from taking those big trucks off Main Street. I don't have to replace our front windows so often now and I can display shoes in them, too.

"If conditions were just right—weather cold and the ground hard and dry and if one of these trucks hit the brakes hard near our store, crack went a window. And they shook things so much that we couldn't keep shoes on their stands. The rumble of the trucks kept knocking them off.



RAYMOND ROEPE
Executive Secretary of the
Boonville Chamber of Commerce

continued

After 'A Prediction,' the 'New Era' began

A. A. Hoff, vice president of the Kemper State Bank, added another point.

"Yes, business is good," he said, "and we still get trade off the highway, trade that wants to come into Boonville, not just traffic on its way through.

"That business loop has been a lifesaver for us. Several new developments have come in out there and the Homestead Motel, which was there before the highway was changed, has added five new units.

"Most of the people, I believe, are happy about the whole outcome," he said. "And, goodness knows, the traffic is still plenty heavy downtown."

Boonville today is well launched in the "new era" foreseen in the *Daily News* editorial.

It has shed its reputation as one of the worst traffic bottlenecks in the state. Most of its businesses have grown and new ones have been started.

Boonville businessmen have built for themselves and their town an enviable reputation, as lively merchants in a good town to trade in.

And with its Midwest bustle and get-up-and-go the town still retains the friendly flavor of its pioneer settlers.

In the Cooper County *Record* of September 5, 1960, about a month before the new highway opened, E. J. Melton wrote "A Prediction." In it he stated:

"Whether Boonville remains paralyzed or dies, or gets up and breaks world records depends on Boonville itself."

Boonville got up.



MORRIS BRANSON
Manager of the J. C. Penney store

A. A. HOFF
Vice President of the Kemper State Bank



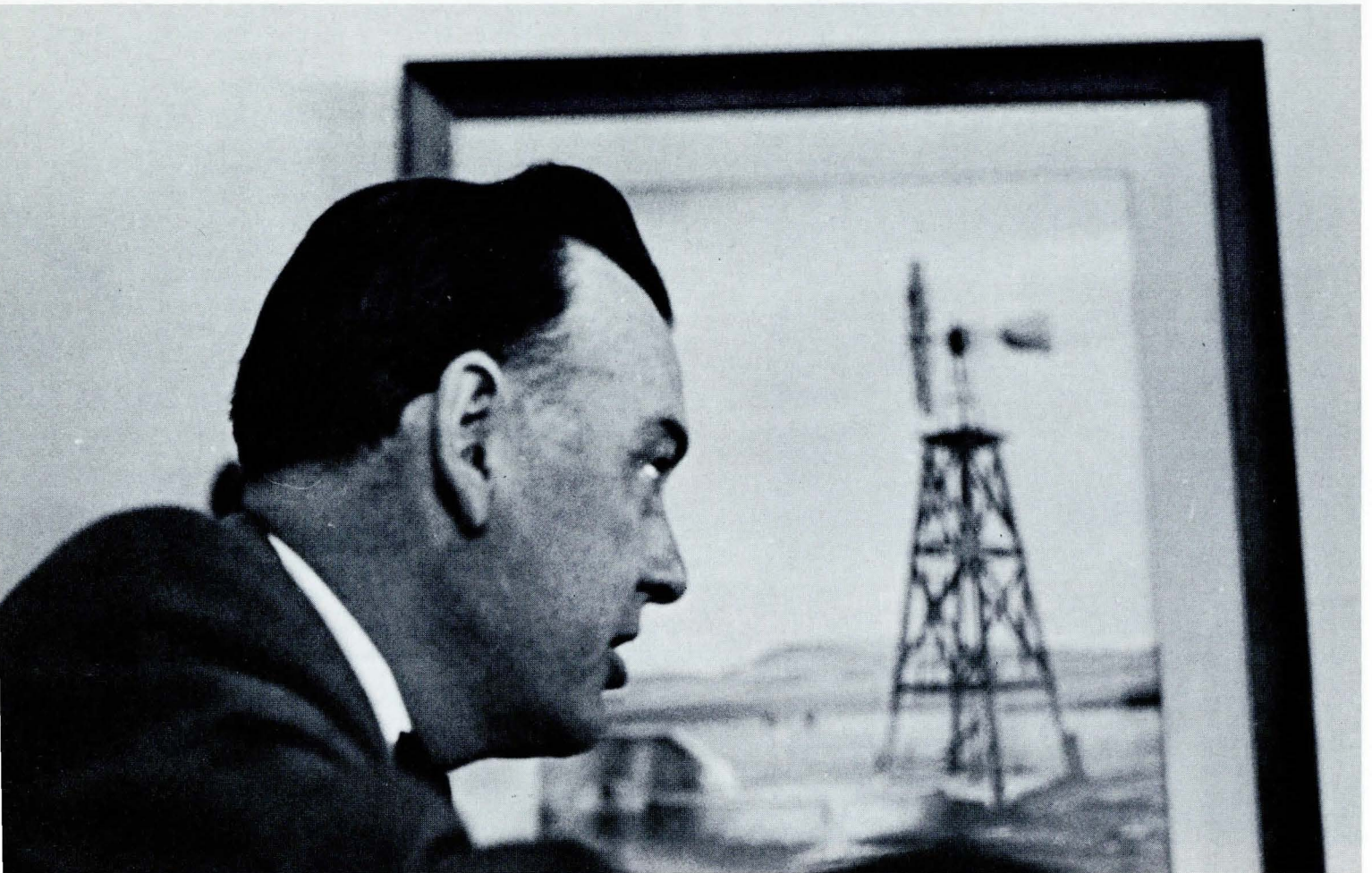


SIGNS OF THE NEW ERA

Dozens of new houses dot the hillsides east of 'old' Boonville on land east of Route B, the center connecting route with Interstate Route 70. Land that fronts this route, estimates Randall Meyer, is worth about ten times its price before the new Interstate was built.

**One landmark of Boonville's new era
is The Windmill That Draws No Water.
To see how it works, turn the page . . .**

The windmill that



IN FRONT of a painting of his identifying landmark, Hob Solomon discusses what it means to operate a restaurant along the new route.



HIS brother, Myrl, who operates a service station next to the restaurant, figures that traffic on the new highway is nowhere near its potential and that business, therefore, "will get even better."

draws no water

**It has no well either but it helps pump
vigorous life into a growing business
that thrives by the side of the Interstate**

In the second day of 1964 warm, gusty winds blew into mid-Missouri from the southwest and pushed over Hob Solomon's windmill.

A tractor trailer had softened it up a few days before while maneuvering from a parking space.

Hob wanted to put it back up pronto—not because he needed it to “draw” water, as oldtimers might say, but to draw customers.

Hob's windmill was the identifying landmark for his Windmill restaurant and his brother's service station on Supplementary Route B, on the south side of Interstate Route 70 near Boonville.

Since May 11, 1961—about seven months after the Boonville stretch of Interstate Route 70 was opened to traffic—the windmill had been drawing customers into the restaurant. Or at least it helped. The biggest lures undoubtedly were—and are—the blend of good food and service with a Solomon smile.

With that blend to keep 'em coming back and the windmill to tell 'em they're there, all Hob needed was customers. And the new Interstate route furnished them—more than 5,000 potential ones a day.

“Our first year was rough,” said Hob frankly. “Some tourists still weren't using the new highway because they thought that construction still was going on in some areas and that they might run into a long detour.

“But more and more started using the highway—and coming in here to the restaurant. After six or eight months we could see where we had a chance to get on our feet. By the end of the first year, though, we knew we were going to have a good go.”

By September, 1962 that “good go” was beginning to take on the aspects

of a boom. He was grossing around \$400 a day—and consultants, before he built the restaurant, had estimated sales would run around \$265 a day.

That happy, \$135-a-day difference might be explained by the company's failure to feed into their computers one big factor—the friendly, Solomon-style service.

He always offers suckers to children with parents “if it's all right with Mommy and Daddy.” He drops by a table to chat if orders are a bit slow in coming. And if a child is fussy with hunger he'll dash to the kitchen and fix up a quick plate of meat and potatoes and gravy.

“Friendliness,” he said, “is as valuable an asset as you can have, in any kind of business.”

In his business he can see changes on the whole American scene—changes that brought the Interstate system and changes that it is bringing.

“It's interesting to watch this traffic,” he said, “especially the growth of seasonal north-and-south traffic. More and more you'll see an older couple, probably with the kids all in college or married, heading south in the fall. Then when the birds start chirping in the spring, back they'll come.

But with this developing pattern the Interstate system also has brought a problem that has its delightful aspects.

“That's the lack of pattern to our real busy spells,” said Hob. “You have to watch labor costs in this business. So you schedule, say, three waitresses for the night. Then, boom, a school bus or a chartered bus pulls in off the highway and people flock in and you need four or five waitresses.

He grinned. “But if you're going to have trouble, that's the kind of trouble to have.”

Right now that looks like the only trouble facing Hob and his brother, Myrl—unless it's parking.

“We've got to do something before long,” said Hob. “It's bad enough during the day but between midnight and 1 or 2 o'clock in the morning we don't have room for all the trucks.”

But at least they have the space to add parking. Located on 20 acres, they also have an option on 20 more. Apparently they expected their business to grow.

“For the first two years at the service station we lost money,” said Myrl. “But it's a lot better and will get even better. With longer stretches of the highway open we're going to start getting a lot of traffic off other highways like Routes 24 and 50. Before long I'd say we'll have 15,000 to 20,000 vehicles a day by here.”

Looking to those days, Hob already has in the works some plans for adding a dining room to the restaurant.

“We can seat 78 people now,” he said. “And we want to add a versatile dining room—one that can be used as three rooms or one—with a seating capacity of 85 or 135 people, we haven't decided which yet.”

These are the kind of happy problems that the Solomon brothers have worked themselves into—starting on a “shoestring” and building a one-stop type of business that employs 21 people.

In solving these problems they have at least three factors working for them:

They specialize in the kind of service that makes people want to come back.

They're sitting alongside an Interstate highway with an inexhaustible “well” of potential customers.

And they have a newly-repaired, strongly anchored windmill to draw those customers in.

1963 IN REVIEW

BRIDGE

During the year designs were completed and contracts let for 329 new structures. Of this number, 193 were for major system routes and 136 were for Secondary (farm-to-market) routes.

Total length of all new structures contracted for during 1963 amounted to 69,713 feet at a cost of \$27,467,893. That includes 20,507 feet costing \$5,643,664 for Supplementary routes.

Fifteen designs also were prepared for repairing, widening or extending existing structures with a total length of 4,850 feet by contract at a cost of \$430,066.

EQUIPMENT

In 1963 it was necessary to replace 671 and to add 215 units of rental equipment to our fleet through outright purchases. At the end of the year the division was maintaining 5,592 units including passenger cars, pickups, trucks, carryalls, tractors, tractor mowers, motorgraders and miscellaneous units.

To keep this fleet on the move required 5,955,240 gallons of gasoline, 645,150 gallons of kerosene and 1,555,410 gallons of diesel fuel.

Also used were 177,100 gallons of lubricating oil, 20,000 gallons of hydraulic oil, 111,250 pounds of multi-purpose gear oil and 69,200 pounds of lithium grease.

Also contracted for during the year were tires and tubes costing \$294,128.36, tire chains costing \$35,345.22, anti-freeze costing \$21,095.24 and shop equipment, parts and supplies costing \$1,760,024.49.

Materials purchased for maintenance of highways and bridges included 35,516,000 gallons of various types of asphalt, 1,250,483 cubic yards of gravel, 1,494,485 tons of stone and chat, 512,150 gallons of paint, 2,429,000 pounds of reflectorizing spheres, 28,818 tons of sodium chloride (winter 1962-63), 2,199 tons of calcium chloride (winter 1962-63), 17,345 wooden sign posts, 17,300 steel sign posts, 2,000,301 pounds of grader and maintainer blades, 57,450 pounds of agricultural seed and mower parts costing \$92,012.10.

The division's headquarters sign shop produced 216,948 signs of various shapes and sizes costing \$1,444,610.70.

HIGHWAY PLANNING

During 1963 personnel in this division:

Published one-half million copies of the official state highway map.

Prepared the five year right of way and construction program.

Prepared the 1963 state traffic map.

Prepared the 1963 commercial vehicle map.

Prepared a traffic flow map for principal highways in the state.

Continued speed vehicle classification and truck weight studies.

Made more than 8,600 traffic counts to determine traffic volumes.

Prepared data concerning the 1,468,000 automobiles and 352,000 trucks and buses registered in Missouri.

Prepared reports showing the physical and traffic characteristics of the 1,105 miles on the existing travel-way for the Interstate System.

Collected data concerning the amount spent by counties and cities for roads, streets and highways.

Made a field inventory of all the roads, streets and highways in 21 counties.

Drafted 20 county maps, 12 urban area maps and 72 city maps.

Prepared the report concerning freeway traffic operations on the Mark Twain Freeway in St. Louis.

Made an analysis of the effect of the Interstate System on traffic accidents.

Prepared report containing traffic information on Missouri highways.

Determined traffic volume trends at 107 locations with use of permanent traffic counters.

Prepared and published Volume I of the Springfield Urban Transportation Study.

Published urban traffic studies for Lebanon and Warrensburg.

INFORMATION

As Missouri's highway program expands so grows the need for more information about it.

Meeting that need during the year took many forms including 460 general news releases, writing 25 major speeches, preparing and distributing the Highway News (8700 copies monthly) and the annual report (8500 copies) and 1400 copies of a twice-monthly road condition report plus twice-daily reports during inclement weather.

The division also distributed a half-million copies of the official state highway map, continued its clip-

THE DIVISIONS REPORT

ping service to keep Department administrative and engineering officials informed of newspaper comment and coverage of highway matters, supervised the annual Service Awards programs and the Missouri State Fair exhibit and production of two Department movies and prepared and distributed special brochures on highway dedications and personnel recruitment.

LAW AND RIGHT OF WAY

During 1963 the State Highway Commission acquired right of way for highway construction costing \$27,042,653.36. Of the right of way acquired, 3948 tracts were acquired by agreement with the owner, but it was necessary to file condemnation proceedings involving 895 tracts in 114 separate proceedings for appointment of commissioners in condemnation.

Disposition was effected in condemnation cases involving 532 tracts of land, and there were 81 jury trials completed during the year. A total of \$132,908.69 was recovered by the Commission in the disposition of these cases from landowners because of excess awards in condemnation cases.

There were 26 hearings before the Public Service Commission involving railway crossings at grade or railway-highway grade separations.

There were 15 appellate court decisions during the year. In one of these, Jackson County Water Supply District No. 1 v. State Highway Commission, the Supreme Court upheld the right of the Commission to require relocation of utility facilities on state highway right of way where interfering with construction.

In State Highway Commission v. Turk (exceptions of Ross Parnell), the Supreme Court reaffirmed older decisions that noise and speed of traffic are not proper elements of damage.

In State Highway Commission v. Klipsch, the St. Louis Court of Appeals agreed with the State Highway Commission that fees to commissioners were excessive and substantially reduced them.

In State Highway Commission v. Stotko, the St. Louis Court of Appeals upheld the right of the Commission to amend its petition when the amendment constituted a reduction of the original taking.

The office of the Chief Counsel collected \$79,026.39 during the year for damage caused to Commission property, motor vehicles, signs, and bridges, from those negligently causing such damage. Eighteen suits were also filed in this connection.

Twenty-one suits were filed against the Commission during the year.

The sale of improvements on right of way acquired for highway construction and from sale of excess

property brought \$485,075.56. Rentals on advance acquisitions resulted in an income of \$247,872.49, and \$6,847.24 was derived from miscellaneous sources. Collections from contracts with political subdivisions for right of way amounted to \$2,245,176.07.

MAINTENANCE

On January 1, 1963 maintenance operations covered 32,172.9 miles. During the year 69.7 miles of additional state highways were placed under maintenance, making a total mileage under maintenance on December 31, 1963 of 32,242.6.

As a result of this increase in total mileage, higher-type surfaces, completion of some of the Interstate system and increase in traffic, Maintenance expenditures during the year increased to \$35,855,473.34.

There continued to be an abnormal number of over-dimension and overweight permits during the year, due principally to the construction activities on the Minuteman Missile Base installation in this state. Collection of permit fees amounted to \$124,152.00.

MATERIALS AND TESTS

During the year the inspection, sampling and testing of materials all increased with the expanded programs of construction and maintenance of highways and highway structures.

Shipments of materials were as follows: Cement — 3,190,348 barrels; concrete aggregate — 2,235,399 tons; bituminous aggregate — 3,792,424 tons; surfacing and base material — 5,911,838 tons; reinforcing steel — 37,153 tons; culvert pipe and arches — 652,950 lineal feet; lumber and square posts — 456,720 board measure feet; piling and round posts — 18,784 lineal feet; paint — 555,597 gallons; and bituminous material — 88,930,273 gallons.

A total of 40,420 samples were processed by the laboratories, of which 1,556 required special investigational tests.

PERSONNEL

The Co-operative Civil Engineer Training Program, sponsored by The Missouri State Highway Commission and operated in conjunction with both the University of Missouri and the Missouri School of Mines

continued

and Metallurgy, entered its ninth year in 1963.

This program enables qualified high school graduates to achieve a degree in civil engineering, where due to financial problems they might not otherwise be able to further their education. Currently, 34 students are taking advantage of this educational program.

During 1963, a total of 31 civil engineering graduates were secured through an on-campus recruiting program conducted at colleges and universities in Missouri and neighboring states. Engineering graduates employed or re-employed through other sources during the year increased this number to 55. The On-Job Training Program now has 7 trainees, 6 of whom are on military leave of absence.

Currently, 500 former employees are receiving monthly benefits from the Department's Retirement Program. The program, designed to allow employees to retire at a reasonable age with a moderate income, also creates opportunity for younger employees to advance within the organization.

Job specifications are kept up to date by periodic review of duties being performed on the jobs. Salary surveys are conducted periodically on a regional and industry basis to insure that the salary structure is adequate to attract and retain qualified personnel. Various questionnaire surveys are conducted during the year for the purpose of maintaining accurate and up-to-date personnel records.

Employees are reviewed annually, on the anniversary of month of employment, to evaluate performance and determine whether or not a salary increase is merited. This "Anniversary of Date of Employment" system affords an opportunity for individual employee evaluation.

As of December 31, 1963, the Department had 5937 salaried employees considered as fulltime employees and 765 wage employees considered as parttime employees. The parttime employment varies according to seasonal work and emergency maintenance requirements.

SURVEYS AND PLANS

Construction projects for the Interstate, Primary and Supplementary Systems, including Urban extensions, costing \$143,501,597 and covering 1,111.9 miles were placed under contract during the calendar year 1963.

An additional 932.2 miles of oil surface treatment costing \$1,677,960 was constructed by district forces

during the period (920.0 miles, costing \$1,656,000 were awarded December 17, 1962) making a grand total of \$145,179,557 obligated for 2,044.1 miles of highway construction.

The Interstate System received the largest share of the work, with \$60,860,784 being placed under contract and covering 104.9 miles of construction.

Major system projects amounted to \$39,856,766 and extended over 394.1 miles.

Urban improvements amounted to \$22,126,116 for 21.6 miles of construction located within the urban areas of Mexico, Columbia, St. Louis, Springfield and Cape Girardeau.

Construction improvements on the Supplementary System consisted of 1,373.1 miles costing \$16,815,640 and \$5,520,251 were obligated for improvement of 150.2 miles of state highways classified as defense access roads in the Whiteman Missile Base area.

Preliminary engineering contracts totaling \$1,451,312 were approved during the year for surveys and design work, including bridge designs. They consisted of 32 new contracts awarded to various consulting engineering firms.

Reconnaissance studies were completed for approximately 300 miles of Interstate and Primary System highways that are scheduled for future improvements, including a proposed route between Jefferson City and Southeast Missouri.

Urban Section

Urban area highway studies were published during the year for St. Charles and Cape Girardeau, and studies were in progress for Maryville.

Electronic Computer Unit

During the 1963 calendar year 53 programs were prepared. The data processed consisted of approximately 1,015 miles of earthwork volume computations, 200 geometric interchanges, bridge design computations, bid tabulations, payroll, Bureau of Public Roads transactions, traffic assignments, accident analysis, maintenance and asphalt wedge quantities.

Photogrammetric Unit

Aerial photography covering approximately 400 miles of highways was made for reconnaissance studies, topographic and planimetric planning, traffic

studies and for exhibits in right of way condemnation cases.

Planimetric and topographic maps for approximately 220 miles of highways were compiled from aerial photographs by the use of stereoplotting equipment.

Base line traverse surveys for approximately 150 miles of highways were measured with an electronic distance measuring system.

General

A review of the eleven lettings held during the year and examination of the bids received reveals the following statistics and trends:

Average number of bids — 4.5.

Number of projects on which bids were rejected — 34.

Bid prices and trend.

Construction costs during 1963 have followed a rising trend to a level exceeding the previous all-time high period between 1957 and 1959. Labor agreements and business forecasts for the nation indicate a continuation of this upward trend.

TRAFFIC

Activities of the division during the year included:

Processing and analyzing 21,200 traffic accident reports and publishing a monthly and yearly analysis.

Publishing excerpts from the Missouri Uniform Traffic Control Devices and the Missouri Sign Manual for distribution to all incorporated cities.

Making 118 studies for signal and flasher installations and operation, 346 speed surveys and 5 special surveys.

Executing maintenance agreements with five cities and helping 16 cities execute model ordinances.

Buying 147,653 signs for erection on state-maintained routes.

Assisting in the design and checking of 82.3 miles of Interstate signing completed in 1963 and 93.9 miles of Interstate signing placed under contract in 1963.

Striping 16,171.2 miles of highways, including 950 miles of edge line striping.

Installing four new traffic signals.

Modifying 14 traffic signals to conform to national standards.

Installing 26 new flasher beacons.

Assisting in presentation of the 15th annual Traffic Conference at the University of Missouri.

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